

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Fashion Design & Garment Technology) (Sem.-5)

FASHION COMMUNICATION

Subject Code : BVFDT501-20

M.Code : 94231

Date of Examination : 22-11-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1) Write briefly :

- a) Fashion Choreography
- b) Designing catalogues
- c) Theme based display
- d) Cross dressing
- e) Role of designers in publicity
- f) Brand promotion
- g) Hamilton's Micro Continuum
- h) Steps in effective writing
- i) Media ethics
- j) Blog writing

SECTION-B

- 2) Write a note on 'Fashion Photography for Magazines'.
- 3) Explain about the factors which have influence in innovation of dress.
- 4) Discuss about the dress modesty and sexuality.
- 5) Explain about any two special fashion presentations.
- 6) Describe the role of Fashion Journalism in Fashion Industry.

SECTION-C

- 7) Give two examples of influence on fashion due to social or political history.
- 8) State the effects of demographic and psychography factor on the fashion environment.
- 9) What are the sources of communication? How is Fashion communicated from one country to another?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.