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M. Voc. (Fashion Technology and Apparel Design)
First Semester
GEN-702: Communication Skills (Theory)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

X-X-X

I. Define the following:-

- a) Creative writing
- b) Interview
- c) Mass communication
- d) Cyber media
- e) Concept of a PRO
- f) Image management
- g) Reporting events
- h) Catalogues

(8x2)

UNIT - I

II. Define an article. What are the rules for writing a feature in a newspaper and a journal for a Fashion Brand Survey? (16)

III. Discuss the concept and scope of an interview for a Fashion Magazine. (16)

UNIT - II

IV. What is the scope and functions of Mass Communication through Electronic media and Print Media? (16)

V. Do you think that there is need for mass communication in fashion world? Support your answer with examples. (16)

UNIT - III

VI. What are the various tools used for promoting a new brand in the market? Give examples to support the same. (16)

P.T.O.

(2)

- VII. Discuss the concept and scope of a good PRO? Why do you think there is a need of a good PRO in fashion Industry? (16)

UNIT - IV

- VIII. Design a brochure for a cultural event in your town. What factor you will keep in mind while designing the brochure. (16)
- IX. What are the important parameter to be kept in mind while planning for choreography of a fashion show? (16)

x-x-x