

2013

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. I which is compulsory and selecting one question from each Unit.

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I. Attempt all questions: -

- (a) Define rules for writing a feature. How do you think interview helps establish a brand?
- (b) What are the advantages of electronic media over print media?
- (c) What impact does event reporting has on consumer buying.
- (d) How do company uses concept of image management in promoting a product. (4×4)

UNIT-I

- II.** Define interview. What is the basic concept and scope of conducting an interview? How do you think it benefits the organization? (16)
- III.** You have to write a feature for your clothing brand. What are the steps that you will take care of while writing the feature. (16)

UNIT-II

- IV.** Social media is a powerful platform to display and promote your product. Justify the statement. (16)
- V.** Do you think fashion needs to be communicated to common man? Comment. (16)

UNIT-III

- VI.** What are the various PR tools used in fashion industry? Discuss which tool you would use to promote your accessory brand? (16)
- VII.** What are the functions and qualities of a good PRO? (16)

UNIT-IV

- VIII.** What are the important parameters for designing a brochure for your clothing Brand? (16)
- IX.** Design and discuss a layout for holding an exhibition of apparel in your city. (16)

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