

**Question Paper Profile**

**Course Name : Diploma in Fashion & Clothing.**

**Course Code : DC**

**Semester : Sixth**

**Subject Title : Fashion Communication**

**Marks : 100**

**12641**

**Time: 3 Hrs.**

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**Instructions:**

1. All questions are compulsory.
2. Illustrate your answers with neat sketches wherever necessary.
3. Figures to the right indicate full marks.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.

**Q.1 A) Attempt any Three of the following:**

**12 Marks**

- a) Explain the effect of Globalization on Fashion industry?
- b) Write a format for introducing new product line of already existing brand.
- c) What is Reporting? Explain the importance of it.
- d) Explain the elements affecting quality of a fashion photograph.

**Q.1 B) Attempt any ONE of the following:**

**06 Marks**

- a) Define Fashion Journalism. "Fashion journalist should be different from other journalists"- Justify.
- b) What are Publicity Campaigns? Explain the role of Press packages and Individual approaches in publicity.

**Q.2 Attempt any FOUR of the following:**

**16 Marks**

- a) "Ethnic look of Hippies contributed to Anti fashion concept of 1960-70s"- Explain with consequences.
- b) What is First Impression? Explain the reliability of it.
- c) Explain Stock shortages and overages in terms of Store Inventory Control.
- d) 'Giorgio Armani became the trend setter for 1980's Acquisitive era'- explain with global vision.
- e) Define Fashion Show. Explain various types of it.
- f) Define the following: Fashion Direction, Interrupted Fashion Cycles, and Automatic Replenishment, Fashion forecasting.

# Msbte Sample Question Paper

**IM Harris**



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