

**Roll No.**

**Total No. of Pages : 01**

**Total No. of Questions : 08**

**M.Sc. (Fashion Design) (Sem.-1)**

# FASHION COMMUNICATION

**Subject Code : MSFD102-20**

**M.Code : 78960**

**Date of Examination : 12-01-23**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE questions out of EIGHT questions. Select atleast ONE question from each UNIT and FIFTH question from any Unit.
2. Each question carries TWELVE marks.

## UNIT-I

1. In the contemporary worlds fashion influencers on social media have become more recognized than ever with a larger audience base. Explain the role of electronic media and cyber media in this context.
2. Define fashion communication. How can one build a Career in fashion communication?

## UNIT-II

3. How will you design a creative brochure for a fashion brand? What are the key points that one must consider while designing any brand collaterals.
4. Describe in detail the scope and concept of interviews. What are the different types of interviews?

### UNIT-III

5. As a fashion photographer, why is editing useful in fashion photography? Discuss the various techniques of editing.
6. In fashion photography, what are the different types of cameras used? Also comment on the various types of camera angles and shots.

## UNIT-IV

7. What do you mean by public relations? What is its scope and relevance in the fashion industry?
8. “Advertising and Publicity are the two strong pillars of the fashion world.” Comment.

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