

17682

**11718**

**3 Hours / 100 Marks**

Seat No.

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- Instructions :**
- (1) All Questions are *compulsory*.
  - (2) Answer each next main Question on a new page.
  - (3) Illustrate your answers with neat sketches wherever necessary.
  - (4) Figures to the right indicate full marks.
  - (5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

	<b>Marks</b>
<b>1. Define the following terms : (any TEN)</b>	<b>20</b>
(a) Publicity Media	
(b) Fashion Organization	
(c) Modeling Agencies	
(d) Fashion Journalism	
(e) Sales Forecasting	
(f) Graphic Design	
(g) Advertising Media	
(h) Visual Merchandising	
(i) Vendor	
(j) Direct Mail Advertising	
(k) Open-to-Buy	

- (l) Image Advertising
- (m) Advertising
- (n) Sales Promotion

**2. Answer any FOUR of the following :**

**16**

- (a) Write in details about media ethics. (any two examples)
- (b) Discuss the types of media used in fashion promotion through advertising.
- (c) Differentiate between Haute Couture shows and Ready-to wear shows.
- (d) Write in details about gender and sexuality.
- (e) State significance of race, ethnicity & social class in fashion communication.
- (f) Explain in details about various types of elements in visual merchandising.

**3. Answer any FOUR of the following :**

**16**

- (a) Write a note on one national designer and his/her style statement.
- (b) Explain factors involved in fashion associations.
- (c) Explain importance of fashion in first impression.
- (d) Differentiate between cultural system and fashion system.
- (e) State the concepts of 'Storewide Celebrations' and 'Singular Product Promotions' and give one example each.
- (f) Explain the importance of advertising and promotion with respect to sportswear.

**4. Answer any FOUR of the following :****16**

- (a) Describe the 'Direct Response Print Media' and 'Online Marketing'.
- (b) Explain the fashion show and its categories.
- (c) Elaborate the concept 'lifespan dress' with 2 examples.
- (d) Analyse 20<sup>th</sup> century costumes decade wise over fabric used & style changes.
- (e) Explain in details about 'Dress and Religious Fundamentalism' with one example.
- (f) State the significance of PR offices in fashion communication.

**5. Answer any FOUR of the following :****16**

- (a) Differentiate between photographs and runway.
- (b) Explain about the types of media used in fashion promotion through publicity.
- (c) Explain Fashion Forecasting Process.
- (d) Explain the cross dressing concept with 2 examples.
- (e) "Fashion as social process" elaborate briefly.
- (f) Write about organising prom-parties for fashion promotion.

**6. Answer any FOUR of the following :****16**

- (a) Compare between international and national designer and give two examples each.
- (b) Explain the parameters considered while understanding and reporting current trend.

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- (c) Differentiate between negotiation with others & self.
  - (d) Explain briefly 'Religious Dresses & Social Change' with examples.
  - (e) Write about 'Ideology & Dress'.
  - (f) Explain the effect of economical factor affecting decade's fashion with suitable example.
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