

Exam. Code : 217504

Subject Code : 4795

M.Sc. (Fashion Designing and Merchandising)

Semester—IV

COMMUNICATION SKILLS IN ENGLISH

Paper—V

Time Allowed— 3 Hours] [Maximum Marks—50

UNIT—I

1. Write in detail the equipment and other paraphernalia required in a conference room, to make video-conferencing successful and effective.

OR

“Video conferencing has a vital role in marketing.”
Discuss giving appropriate examples. 8

UNIT—II

2. What are the essentials of a good report in business and marketing ?

OR

Draft a report by a committee on expansion plan. 12

UNIT—III

3. Discuss merits and demerits of E-mail and Fax. How can they be effectively used ? 5

4. What is tender ? Differentiate it with quotations and write a specimen of a tender notice. 5

UNIT—IV

5. Write a resume for the post of a computer operator in a business house along with a covering letter. 10
6. Write a job application to the Managing Director of Ashoka Fashion House, Mohali, for the post of a Marketing Manager. 5

UNIT—V

7. Explain briefly any **FIVE** of the following Fashion Terms :
- (i) Dandy
 - (ii) Beau
 - (iii) Queen size
 - (iv) Nonveau
 - (v) Rag Business
 - (vi) Pliable
 - (vii) Merchandise.