

Exam. Code : 217504

Subject Code : 6242

**M.Sc. Fashion Design & Merchandising 4th Semester
COMMUNICATION SKILLS IN ENGLISH**

Paper—V

Time Allowed—Three Hours] [Maximum Marks—50

UNIT—I

1. Write in detail the application of video conferencing in business management and marketing.

OR

Write a detailed note on advantages and disadvantages of video conferencing. 8

UNIT—II

2. Write a note on the types and structure of report writing.

OR

Write a report on the Environment Day celebrated in your college by Fashion Designing Department. 12

UNIT—III

3. Write a note on computer based means of communication : E-mails and fax and their characteristics. 5

4. Write a public notice in a newspaper to warn about some persons fraudulently representing themselves as associates of MAX Health Insurance Company. 5.

UNIT—IV

5. Write a resume for the post of a technical instructor in a fashion house along with a covering letter. 10
6. Write a job application to the MD of a Publishing House, Mumbai, for the post of marketing manager. 5

UNIT—V

7. Define any *five* of the following fashion terms :
 - (1) Merchandise
 - (2) Vogue
 - (3) Art Decoprint
 - (4) Beau
 - (5) Psychedelic
 - (6) Queen Size
 - (7) Retiro. 5