

Exam. Code : 217504
Subject Code : 5267

M.Sc. (Fashion Design and Merchandising) 4th Semester
COMMUNICATION SKILLS IN ENGLISH

Paper—V

Time Allowed—Two Hours] [Maximum Marks—50

Note :— Attempt any **FOUR** questions. All questions carry equal marks.

1. What is video communication ? Explain different types of video communication.
2. Explain in detail role and benefits of video conferencing in business management and marketing.
3. As a reporter write a report about Exhibition-cum-sale organized by the city college on the theme 'Recycle your clothes'. Write about the unique aspect of the show and also the major highlights.
4. Explain various features of technical report.
5. Write in detail about modern forms of communication and also discuss about their advantages and drawbacks.
6. (a) What is Advertisement ?
(b) Draft an advertisement for your boutique. You can imagine the required details.

7. Write notes on any **five** fashion terms :—

(i) Vogue

(ii) Pliable

(iii) Retro

(iv) Private label brand

(v) Merchandise

(vi) Queen Size

(vii) Art Deco Print.

8. Write a job application letter along with the Resume for the job of Designer in an upcoming Fashion House.