

**Sample End Semester Question Paper**  
**Scheme – I**

**Programme name: Fashion & Clothing Technology**  
**Programme code : DC**  
**Semester : Sixth**  
**Course Title : Fashion Communication**  
**Max. Marks : 70**

**22668**

**Time : 3 Hrs.**

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**Instructions:**

- (1) All questions are compulsory.
- (2) Illustrate your answers with neat sketches wherever necessary.
- (3) Figures to the right indicate full marks.
- (4) Assume suitable data if necessary.
- (5) Preferably, write the answers in sequential order.

**Q.1) Attempt any FIVE of the following.**

**(10 Marks)**

- a) Define mass communication.
- b) Enlist any four fashion magazines.
- c) State the types of layouts.
- d) Define runway fashion.
- e) List out top five National fashion schools.
- f) Define fashion forecasting.
- g) Enlist the factors affecting dress.

**Q.2) Attempt any THREE of the following.**

**(12 Marks)**

- a) Explain the concept of media ethics.
- b) Make a paragraph on current fashion trends.
- c) Compare fashion photography with digital photography.
- d) Describe the term 'Gala event'.

**Q.3) Attempt any THREE of the following.**

**(12 Marks)**

- a) Describe the importance of mass media in fashion communication.
- b) Explain the role of fashion reporter.
- c) Sketch any two poses suitable for fashion magazines.
- d) State the responsibilities of fashion agencies.

**Q.4) Attempt any THREE of the following.**

**(12 Marks)**

- a) Differentiate between broadcast media and new age media.
- b) Design a background for red carpet event.
- c) Explain the term fashion calendar.
- d) Explain the steps involved in fashion forecasting for the upcoming seasons.
- e) Describe – 'dress as a non-verbal communication'.

**Q.5) Attempt any TWO of the following.**

**(12 Marks)**

- a) Prepare a fashion report on “MET Gala event 2019”.
- b) Discuss the lighting shadows and accessories for fashion photography.
- c) Distinguish between production show and multimedia show.

**Q.6) Attempt any TWO of the following.**

**(12 Marks)**

- a) Plan an haute couture show for the upcoming season.
- b) Explain the qualitative method of forecasting.
- c) Discuss the Hamilton’s micro-macro continuum.

**Sample Test Paper I**  
**MSBTE Outcome based Curriculum**  
**Scheme – I**

**Programme Name: Fashion & Clothing Technology**

**Programme Code: DC**

**Semester: Sixth**

**Max. Marks: 20**

**22668**

**Time:1 hour**

**Instructions:** All questions are compulsory

1. Illustrate your answers with neat sketches wherever necessary
2. Figures to the right indicate full marks
3. Assume suitable data if necessary
4. Preferably, write the answers in sequential order

**Q.1 Attempt any FOUR.**

**(8 Marks)**

- a) Give any two importances of print media in fashion industry.
- b) State any two purposes of fashion media.
- c) Discuss the various fashion medium and culture.
- d) Give a role of fashion agencies in fashion industry.
- e) Define Runway photography.
- f) Explain meaning of mass communication.

**Q.2 Attempt any THREE.**

**(12 Marks)**

- a) Explain the concept of fashion critics.
- b) Describe the broadcasting media.
- c) Make a report on fashion current trends.
- d) Explain a concept of fashion photography.

**Sample Test Paper 2**  
**MSBTE Outcome based Curriculum**  
**Scheme – I**

**Programme Name: Fashion & Clothing Technology**  
**Programme Code: DC**  
**Semester: Sixth**  
**Max. Marks: 20**

**22668**

**Time:1 hour**

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**Instructions:** All questions are compulsory

1. Illustrate your answers with neat sketches wherever necessary
2. Figures to the right indicate full marks
3. Assume suitable data if necessary
4. Preferably, write the answers in sequential order

**Q.1 Attempt any FOUR.**

**(8 Marks)**

- a) Define fashion calendar.
- b) State the role of print media.
- c) Name the four types fashion shows.
- d) Define consumer show.
- e) Enlist any four fashion schools.
- f) List out the fashion trends in wedding wear.

**Q.2 Attempt any THREE.**

**(12 Marks)**

- a) Describe the importance of print media.
- b) Explain the term modeling agencies.
- c) Discuss the fashion forecasting process.
- d) Discuss the religious fundamentalism in the view of dress.