

22668

22223

3 Hours / 70 Marks

Seat No.

--	--	--	--	--	--	--	--

- 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) Assume suitable data, if necessary.
(6) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. **Attempt any FIVE of the following** **10**
- a) Define media Ethics.
 - b) Enlist any two broadcasting media.
 - c) Name any four fashion writers who write in fashion magazines
 - d) State need for fashion critics.
 - e) Name various types of layouts in fashion photography.
 - f) Enlist tools required to create background in photoshop software.
 - g) Give significance of press shows.

P.T.O.

- 2. Attempt any THREE of the following:** **12**
- a) Explain meaning of mass communication with relevant example.
 - b) Describe the concept of feature writing in fashion magazine.
 - c) Explain digital photography techniques.
 - d) Describe the qualitative fashion forecasting methods.
- 3. Attempt any THREE of the following:** **12**
- a) Compare mass media with print media.
 - b) Explain roles of fashion writers.
 - c) Differentiate between photographs and runway photography.
 - d) Describe the production shows.
- 4. Attempt any THREE of the following:** **12**
- a) Explain reporting trends in fashion journalism.
 - b) Select background lighting effects for a casual wear rampwalk & justify.
 - c) Give a note on 'fashion calender.'
 - d) Define 'forecasting.' Give a note on sales forecasting.
 - e) Explain the Hamilton's micro-macro continuum.
- 5. Attempt any TWO of the following:** **12**
- a) Identify various poses in the formal fashion rampwalk.
 - b) Describe any two store-wide celebrations.
 - c) Forecast the upcoming trends in any three women's fashion wear and justify.
- 6. Attempt any TWO of the following:** **12**
- a) Explain the steps in fashion forecasting.
 - b) Explain concept of Dress throughout the lifespan.
 - c) Write a note on religious dress and social change.
-