

22668

24225

3 Hours / 70 Marks

Seat No.

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- Instructions* – (1) All Questions are *Compulsory*.
(2) Answer each next main Question on a new page.
(3) Illustrate your answer 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

- Define new age media.
- Enlist any four fashion writers.
- Name any four top fashion magazines.
- State the types of layouts.
- Define – Multimedia production show.
- Define the term fashion communication.
- State the factors affecting the dress.

P.T.O.

- 2. Attempt any THREE of the following:** **12**
- a) Differentiate between the mass media and print media.
 - b) Sketch any two poses suitable for fashion magazine.
 - c) Explain the role of modeling agencies.
 - d) Describe the term sales forecasting.
- 3. Attempt any THREE of the following:** **12**
- a) Write a report on current women's fashion trends.
 - b) Differentiate between digital photography and fashion photography.
 - c) Describe the term - Gala event.
 - d) Explain - 'Dress as nonverbal communication'.
- 4. Attempt any THREE of the following:** **12**
- a) State the role of media in fashion communication.
 - b) Evaluate colour, fabric and style for upcoming season.
 - c) Explain the steps involved in fashion forecasting.
 - d) Explain the relation between dress and religious fundamentalism.
 - e) Explain dress through infancy to adolescence with suitable example.
- 5. Attempt any TWO of the following:** **12**
- a) Discuss about media ethics.
 - b) Design a background for promoting the handbags.
 - c) Describe the role played by fashion schools in fashion industry.
- 6. Attempt any TWO of the following:** **12**
- a) Write a fashion report on '64th Filmfare Award Show 2019'.
 - b) Enlist various fashion photographic techniques and explain any two.
 - c) Compare formal runway show with informal runway show.
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