23124

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 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 <u>FIVE</u> of the following:**   **10**

a)   Define media ethics.

b)   Enlist the names of top 5 fashion magazines.

c)   Enlist the accessories used for fashion photography.

d)   List any four photo editing softwares.

e)   Enlist top four worldwide fashion cities.

f)   Define the term fashion forecasting.

g)   Give any two examples of non-verbal fashion communication.

Marks

2. Attempt any THREE of the following: **12**

  a) State the content of leaflet for fashion event.

  b) Forecast two current and two upcoming topics in fashion magazines about fashion shows with justification.

  c) Give features of fashion runway modelling and fashion catalog modelling.

  d) Plan a Gala event and design background for the same.

3. Attempt any THREE of the following: **12**

  a) Outline the characteristics of broadcast media.

  b) Describe the roles and responsibilities of fashion writer.

  c) Develop a suitable pose for beachwear promotion with relevant sketch and suggest precautions taken regarding body language.

  d) Explain the term 'Trade Show' as fashion communication event.

4. Attempt any THREE of the following: **12**

  a) Explain any four types of mass communication.

  b) Plan a body part modelling show with requirements for photographs.

  c) Design a fashion calendar for mens' sweat fashion week of top fashion cities.

  d) Explain the factors affecting sales forecasting.

  e) Discuss Macro level of Hamiltone's Micro-Macro Continuum.

5. Attempt any TWO of the following: **12**

  a) Prepare a fashion report on film fair award function.

  b) Describe any 3 photo editing techniques.

  c) Describe the role of modelling agency with example of the modelling agencies.

Marks

6.   **Attempt any <u>TWO</u> of the following:**   **12**

    a)   Outline characteristics of formal runway show and informal show.

    b)   Distinguish between features of Qualitative and Quantitative method of forecasting.

    c)   Design two unisexual dresses for toddler with specification details of dresses.

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