

AQ-475

M.Sc. Home Science (Textile and Clothing)

Semester-II Examination

**COMMUNICATION APPROACHES IN TEXTILES
AND CLOTHING**

Subject Code : 125CA53

Time—Two Hours]

[Maximum Marks—45

- N.B. :—** (1) Attempt **ALL** questions.
(2) All questions carry equal marks.

1. Write as directed.
 - 1.1. Draw communication model. 2
 - 1.2. Write the steps in developing effective communication. 3
 - 1.3. Any two factors which state the importance of communication. 2
 - 1.4. How to identify target audience ? 2
2. Write as directed :
 - 2.1. The Complete Man is the message of _____ brand 1
 - 2.2. Earthen pot is a symbol; which stands for ____ 1

- 2.3. Sabhyasachi introduces _____ in his collection. 1
- 2.4. Role of merchandiser in fashion communication. 2
- 2.5. Write in brief on fashion show communicating a theme of handloom with illustrative figure. 2
- 2.6. Write on any one theme of clothing brand exclusively for college going girls. 2
3. Attempt any **ONE**
- 3.1. Write in detail on fashion communication process with suitable examples. 9
- 3.2. Advertising and Public Relations play an important role in fashion and textiles; Discuss. 9
4. Describe the following terms :
- 4.1. Window Display 2
- 4.2. Departmental fashion show 2
- 4.3. Fashion photograph 2
- 4.4. Multimedia 2
- 4.5. Exhibitions 1
5. Attempt any **ONE**
- 5.1. Communication approaches play an important role in textile and clothing marketing with suitable examples. 9
- 5.2. Describe in detail about modern communication approaches. 9