

No. of Printed Pages : 3

BFD-074

**CERTIFICATE IN FASHION
DESIGN/DIPLOMA IN FASHION
DESIGN AND RETAIL
(CFDE/DFDR)**

Term-End Examination

December, 2025

**BFD-074 : COMMUNICATION AND
ENTREPRENEURSHIP**

Time : 3 Hours

Maximum Marks : 100

Note : Answer *five* questions in all. Question
No. 1 is compulsory.

1. Write short notes on any **four** of the following with an example of each (in about **100** words) : 4×5=20
 - (a) Fashion Photography
 - (b) Twitter
 - (c) Selection of an enterprise

B-1407/BFD-074

P. T. O.

(d) Textile Design

(e) Self-Entrepreneur

2. Define the term 'communication skill'.
Explain the different means of communication in fashion. 20
3. Explain the uniqueness of fashion marketing. Give appropriate examples. 20
4. Draft an invitation letter for a press conference to be organised by you on a 'fashion designer' on 23rd December at Hotel XYZ New Delhi at 4 p.m. to announce the opening of your new fashion studio. 20
5. Describe the role of social media in fashion. Give your views on the future of fashion through social media. 20
6. "Entrepreneurial qualities are in-born and cannot be acquired." Analyse this statement and explain the characteristics of entrepreneurial leadership. 20

[3]

7. Describe the structural changes in the Indian fashion retail sector. Briefly discuss the importance of retail operations. 20
8. Write short notes on any *two* of the following : 10+10
- (a) Cultural Studies and Visual Research for Fashion
 - (b) Enterprise and Entrepreneurship
 - (c) Fashion Marketing and Consumer Behaviour
 - (d) Business Idea Generation

× × × × ×