

S.No. 5383

16 SCCFT 5

(For candidates admitted from 2016-2017 onwards)

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Part III — Fashion Technology and
Costume Designing — Major

FASHION BUSINESS

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. Write a note on basics of good communication.
2. Define non verbal communication
3. What is the golden rule of communication?
4. What is interpersonal communication?
5. What is verbal communication
6. Define culture communication.
7. What is group discussion PDF?
8. What is seminar discussion?

9. Write a note on fashion business.

10. Define fashion advertising.

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain about the stages of communication process.

Or

(b) Write about communication skills for workplace success.

12. (a) Explain about the five interpersonal skills with an example.

Or

(b) What are the characteristics of interpersonal communication?

13. (a) What are the main problems of intercultural communication?

Or

(b) Discuss some skills for effective intercultural communication.

14. (a) Explain on the types of group discussion.

Or

(b) Discuss the rules for group discussion.

15. (a) What are the forms of business ownership?

Or

(b) Write a note on market weaknesses in fashion business.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. Explain in detail on seven C's of communication,

17. Describe the skills required for an effective presentation in detail.

18. Elaborate on important to have understanding between cultures in detail

19. Brief notes on the methods of modern group discussions.

20. Discuss the scope and forms of business ownership in fashion business