

S.No. 3429

16 SCCFT 5

(For candidates admitted from 2016–2021 batch)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

**Part III — Fashion Technology and Costume
Designing — Major**

FASHION BUSINESS

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What are the problem and networks in communication?
2. What is called Verbal Communication
3. What is called slogans?.
4. What is called Letter style?
5. What is the role of culture in intercultural communication?
6. What are the three intercultural communications?
7. What are the characteristics of group discussion?
8. What is media fashion industry?

9. What are the scopes in fashion business?
10. Why is advertising important in the fashion industry?

SECTION B — (5 × 5 = 25)

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

11. (a) What is a need for fashion communication?
- Or
- (b) What are types of communication?
12. (a) What is the impact of fashion communication on society?
- Or
- (b) What is fashion communication and styling?
13. (a) What are cultural influences on fashion?
- Or
- (b) What is communication skills and its importance?
14. (a) What is the purpose of the seminars?
- Or
- (b) How do you write a press release for a fashion brand?

15. (a) Why social media is important in fashion?

Or

- (b) What is fashion market?

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. What are the characteristics of nonverbal communication?
17. How do we communicate through fashion?
18. How can you improve your intercultural communication?
19. What role does media play in creating fashion?
20. What are the scope in fashion industry in India?
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