

TM244396G

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024
2022 ADMISSIONS REGULAR
SEMESTER IV - Master's Programme In Fashion Designing
FD4E01TM22 - Fashion Communication

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Write about the means of symbolic communication.
2. What is Fashion Communication?
3. What do you mean by blogging?
4. What is product public relations?
5. What is typography?
6. Write about fashion therapy and well being.
7. What is Visual Merchandising?
8. What do you mean by a fashion show?
9. Explain about brand with examples.
10. What do you mean by effective brand management?

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Write about non-verbal communication.
12. 'LET YOUR FAILURES INSPIRE YOU' - Typographically design this statement in two different styles.
13. Describe in detail the importance of advertising.
14. 'YOU CAN DO IT' - Typographically design this statement in two different styles.
15. Explain the role of the members who are a part of the visual merchandising team.
16. Explain about the effect of light and colour in visual merchandising.
17. What do you mean by personal stylist and what the roles of a personal stylist?
18. Explain the importance of designing a catalog.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Explain the different mediums of communication with examples
20. Create an interesting typography and design an advertising promotion brochure for any product of your choice with the theme 'fire and ice'.
21. Explain about fashion styling in detail.
22. Design a brochure for a talk on "creative writing".

