

AU-1138

M.Sc. Home Science (Textile & Clothing) (Semester—II) Examination

8.4 : COMMUNICATION APPROACHES IN TEXTILES AND CLOTHING

Paper—125CA53

Time : Two Hours]

[Maximum Marks : 45

N.B. :— (1) Attempt **ALL** questions.

(2) All questions carry equal marks.

1. Attempt any **ONE** :—

1.1 Write in detail about concept of communication its aims and objectives. 9

1.2 Importance of communication. Why proper communication is needed in textile and clothing ? Explain in detail. 9

2. Write on :—

2.1 Themes in Textile. 2

2.2 Fashion Designer. 2

2.3 Message for teenage groups. 2

2.4 Consumer groups. 2

2.5 Role of govt. organisation. 1

3. Write on :—

3.1 Creative writing. 2

3.2 Tag lines in advertising. 2

3.3 Fashion industry. 2

3.4 Writing management. 2

3.5 Sales promotion. 1

4. Write on :	
4.1 Fashion photography.	2
4.2 Multimedia merchandising in fashion.	2
4.3 Fashion shows.	2
4.4 Enlist the tools of visual merchandising.	2
4.5 Window display.	1
5. Answer any ONE :—	
5.1 Traditional approaches and their presentation techniques.	9
5.2 Modern approaches and their presentation techniques.	9