

14/5/18 *Enigma*

Exam. Code : 217504

Subject Code : 6832

**M.Sc. (Fashion Designing & Merchandising)**

**4th Semester**

**COMMUNICATION SKILLS IN ENGLISH**

**Paper-V**

Time Allowed—3 Hours]

[Maximum Marks—50

**UNIT-I**

1. A significant majority in business and marketing agree that their company's video conferencing deployment, room and personal systems help them to be more productive and that it boosts growth. Do you agree or disagree with the notion ? Write in detail.

**OR**

Write in detail the application of video conferencing in business management and marketing. 8

**UNIT-II**

2. What is a technical report and for what purposes is it written ?

**OR**

Write a report persuading a fashion company to invest in your business proposal to convince young ladies to buy the brand. 12

### UNIT-III

3. Write a note on any two of the following forms of communication highlighting their useful characteristics :
- (i) Fax or E-mail
  - (ii) Auction notices
  - (iii) Advertisements. 5
4. Write a notice in a newspaper informing public about the change of location of your company office. 5

### UNIT-IV

5. Write a resume for the post of an insurance agent in All India National Insurance Company.

### OR

Write an application letter along with a resume in response to the following advertisement in "THE HINDU" dated 15 April, 2018.

Wanted a lady receptionist, smart, polite with a pleasing personality, well-versed in spoken Hindi and English. Apply to the Manager, New Look Fashion House, New Delhi. 10

6. Write an application for the post of a marketing representative in a multi national company. 5

### UNIT-V

7. Define any five of the following fashion terms :
- (i) Pliable
  - (ii) Retire
  - (iii) Rag Business
  - (iv) Vogue
  - (v) Dandy
  - (vi) Art Deco print. 5