

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-1)
MASS COMMUNICATION-STRATEGY IN COMMUNICATION

Subject Code : MScFMM-110

Paper ID : [A2159]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of THREE Sub-sections : Units-I, II & III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.**

SECTION-A

1. Write briefly :
 - a. Communication
 - b. Feedback
 - c. Decoder
 - d. Still photography
 - e. Visualization
 - f. Agenda
 - g. Concept of mass
 - h. Selective retention
 - i. Opinion leader
 - j. Innovation

SECTION-B

UNIT-I

2. How is advertising related to fashion industry?
3. Draw Shannon and Weavers model of communication.

UNIT-II

4. Highlight the importance of Client Servicing.
5. Explain the SR Model of communication.

UNIT-III

6. Discuss the do's and dont's of advertising copy writing.
7. Give your understanding of uses and gratification theory of mass communication.

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