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Total No. of Pages : 02

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.