

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. IN JOURNALISM & MASS COMMUNICATION**  
**EXAMINATION: DECEMBER - 2025**

**FIFTH SEMESTER**

**Sub: Fashion Communication (BAJMC 23-504)**

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**Date: 23/12/2025**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Descriptive Answer (Any Two) (20)**

- 1) Explain the significance of fashion photography and fashion films in brand storytelling .
- 2) Discuss the role of runway shows and fashion weeks as communication platforms .
- 3) Write detail about Fashion Marketing & Consumer Behavior.

**Q. 2. Write short notes. (Any Two) (10)**

- 1) Fashion Branding
- 2) Visual Merchandising
- 3) Fashion Journalism

**Q. 3. Open Ended Question (10)**

Write the impact of social media influencers on fashion communication.

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