

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. IN JOURNALISM & MASS COMMUNICATION**  
**EXAMINATION: MAY - 2024**  
**FOURTH SEMESTER**  
**Sub: Fashion & Lifestyle Communication (BAJMC 22-4003)**

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**Date: 10/05/2024**

**Total Marks : 20**

**Time: 10.00 am to 11.00 am**

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***Instruction:***

*All questions are compulsory.*

**Q. 1 Answer the Following: (Any One) (10)**

- 1) Explain in brief 4V's of Brand with example.
- 2) Explain SCAMPER Model of brainstorming with suitable Examples.
- 3) What are 6 thinking hats? Explain any 3 hats briefly with example

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

- 1) Fashion and Social Media
  - 2) Fashion Photography
  - 3) Cultural Studies and Visual Research for Fashion
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