

Dr. Babasaheb Ambedkar Open University
Term End Examination January – 2026

Course	: Diploma course	Date	: 03/03/2026
Subject Code	: DFD-09	Time	: 03:00pm to 05:15pm
Subject Name	: Fashion Event Organization	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 What Is Event Management? **14**

OR

Explain importance of planning.

Q-2 Explain importance of organization. **14**

OR

Explain characteristics of MBO.

Q-3 Explain aims of financial management. **14**

OR

What are core concepts of marketing?

Q-4 Write Objectives of advertisement. **14**

OR

Different types of fashion event.

Q-5 **Write Short Notes (Any two)** **14**

1. Fashion show
2. Fashion trade show
3. Forms of communication
4. Careers in fashion industry
5. Fashion exhibitions
