

Reg. No.									
----------	--	--	--	--	--	--	--	--	--

MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2018

**SUBJECT: MAFD 605 – FASHION MANAGEMENT AND PUBLIC MEDIA
(REGULARS)**

Monday, November 05, 2018

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE complete questions.

1. Briefly explain how design elements of magazine vary from Newspaper.
2. Discuss the need for content (index) page in magazine. Briefly explain how it helps the readers buy the magazine.
3. What is a cover page? Explain different types of cover pages.
4. Write short notes on:
 - 4A. Regular columns
 - 4B. Headlines
5. If you are designing a lifestyle magazine what type of articles would you prefer for tourism special edition.
6. Briefly explain various steps involved in conducting an interview for a magazine.

(5 marks × 10 = 50 marks)

