



# MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

**HFM 410: FASHION SHOW PRODUCTION**

**DATE: 8/12/2021**

**TIME: 11.00-1.00 PM**

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## **INSTRUCTIONS**

This paper consists of **FIVE** questions.

Answer **Question 1** and any other **TWO** questions in Section B

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

## **SECTION A**

### **QUESTION ONE (COMPULSORY) (30 MARKS)**

- a) Determine two differences between commercial corporate modeling and commercial lifestyle modeling. (4 marks)
- b) Citing an appropriate example in each case, explain three (3) areas in garment design where lines can be manifested an elements of fashion design (6 marks)
- c) State five (5) key factors that influence the choice of models' hairstyle before the show. (5 marks)
- d) Describe five (5) major steps you would follow in making a fashion portfolio. (5 marks)

### **QUESTION TWO (15 MARKS)**

Explore three (3) skills to emphasize on when training models for the runway (15marks)

### **QUESTION THREE (15 MARKS)**

Elaborate to a new fashion model, the history of Fashion modeling (15 marks)

### **QUESTION FOUR (15 MARKS)**

Organizing a fashion show can be time consuming and a lot of hard work is involved. Discuss seven (7) key factors to be considered in order to make the show a success.

### **QUESTION FIVE (15 MARKS)**

Elaborate to a fellow fashion student, five (5) main types of fashion shows.