



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN

FASHION DESIGN AND MARKETING

HFD 406: MODELING TECHNIQUES

DATE: 28/7/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

This paper consists of five questions.

Answer Question One and any other two questions

QUESTION ONE (COMPULSORY) (20 MARKS)

- a) Define the following terms
 - i) High fashion (1 mark)
 - ii) Production show (1 mark)
 - iii) Fashion show theme (1 mark)
- b) Explain 3 (three) benefits of using club member models in a fashion show (3 marks)
- c) Outline the major function of the following personnel in a fashion show
 - i) Cue person (1 mark)
 - ii) Runner (1 mark)
 - iii) Beautician (1 mark)
 - iv) Commentator (1 mark)
- d) Provide 2 (two) reasons publicity and promotion are important for fashion shows (2 marks)
- e) Describe 3 (three) factors to consider in selecting merchandize for a fashion show. (6 marks)

f) Suggest 2 (two) uses of fashion shows (2 marks)

QUESTION TWO (15 MARKS)

You have been tasked to source for professional models for African Heritage's re-launch fashion show themed 'We wear culture'. Elaborate how you will undertake the task. (15 marks)

QUESTION THREE (15 MARKS)

Clearly outline to colleagues in a fashion house how to set up the backstage for an upcoming fashion show (15 marks)

QUESTION FOUR (15 MARKS)

"Either the audience or the show may come first". Explain (15 marks)

QUESTION FIVE (15 MARKS)

As a renowned accessories designer, you have been invited to accessorize Kiko Romeo's fashion show. Explain the steps you will take to make the event memorable (15 marks)