



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF FASHION DESIGN AND MARKETING
FOURTH YEAR SECOND SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING
HFD 406: MODELING TECHNIQUES

DATE: 30/4/2019

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

- i) This paper consists of **five questions**.
- ii) Answer Question 1 and any other **two** questions.
- iii) Question 1=20 marks
- iv) Question 2 to 5=15 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Outline three (3) factors to consider when formulating a fashion show theme (3 marks)
- b) Explain five (5) ways to evaluate a fashion presentation (5 marks)
- c) Elaborate on three (3) advantages of using club member models in a fashion presentation (6 marks)
- d) Explore three (3) reasons publicity and promotion are essential to fashion events (6 marks)

QUESTION TWO (15 MARKS)

As the fashion director, explore with your section colleagues three (3) types of fashion presentations that you can adopt.

QUESTION THREE (15 MARKS)

The merchandize is the single most important element in a fashion presentation. Critically examine the statement.

QUESTION FOUR (15 MARKS)

Make a presentation to the fashion house management on five (5) key experts who shall be engaged to produce a professional fashion show.

QUESTION FIVE (15 MARKS)

Though professional models are expensive there are advantages of engaging their service in a fashion event. Discuss.