



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 406: MODELING TECHNIQUES

DATE: 20/01/2020

TIME: 2.00-4.00 PM

INSTRUCTIONS:

This paper consists of five questions

Answer question One and any other Two questions

Question One carries 20 marks

Question Two to Five carry 15 marks each

QUESTION ONE (20 MARKS)

- a) Explain three (3) uses of a formal fashion show. (3 marks)
- b) Highlight four (4) issues to factor when engaging young models for a fashion show targeting a junior audience. (4 marks)
- c) Outline four (4) factors to consider when merchandizing to a fashion show audience. (4 marks)
- d) Provide four (4) ways to evaluate a fashion show. (4 marks)
- e) State five (5) purposes of having a detailed final lineup for a fashion show. (5 marks)

QUESTION TWO (15 MARKS)

Write a report to the Chief Executive Officer of XXX fashion house elaborating on five (5) disadvantages of using club member models in the forthcoming fashion show.

QUESTION THREE (15 MARKS)

As the fashion director, explain to the staff five (5) criteria that shall be employed to analyze the audience for the Sino-Afrika fashion show.

QUESTION FOUR (15 MARKS)

Discuss with your fashion office team details of an informal fashion show.

QUESTION FIVE (15 MARKS)

As the backstage manager describe to the fashion director how you shall set-up the backstage for the fashion show scheduled for April 2020.