



# **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**

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## **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.