

**UGANDA MARTYRS UNIVERSITY**  
**SCHOOL OF ARTS AND SOCIAL SCIENCES**  
**DEPARTMENT OF DEVELOPMENT STUDIES**  
**BACHELOR OF ART IN FASHION AND TEXTILE DESIGN**  
**BAFT 3105: FASHION SHOWCASING AND EXHIBITION**  
**YEAR III SEMESTER 1 2023/2024**

**DATE: Wednesday 13<sup>th</sup> December, 2023**

**TIME: 9:30am-12:30pm**

**INSTRUCTIONS;**

**Attempt questions in both sections;**

**Choose three (3) questions in section A**

**Section B is compulsory**

**SECTION A (75 marks)**

1(a) Explain the meaning of the term "fashion exhibition? (3marks)

(b) Describe the different categories of fashion markets (10marks)

(c) Identify and discuss any five (5) advantages and any two (2) disadvantages of trade shows and exhibition to a fashion designer. (12 marks)

2(a). Fashion exhibitions offer a unique opportunity to explore the dynamic ever-evolving world of fashion. Explain the major aspects a fashion designer considers before selecting a showcasing environment. (15 marks)

(b) Discuss the importance of customer care in fashion industry (10marks)

3(a) Elaborate the roles of fashion and clothing to your sociological and ethical behavior, and how it impacts on your clothing and preferences. (15 marks)

(b) Discuss the ways in which society impacts on fashion market trends? (10 marks)

4(a) Briefly explain the following terms as applied in fashion design

- I. A fashion Model
- II. Fashion branding
- III. Brand image
- IV. Fashion showcasing (8 marks)

(b) Describe the main types of showcasing commonly used in fashion industry. (7 marks)

(c) Explain the role technology in the development of fashion industry (10 marks)

5. (a) Explain how you ensure that your designs are inclusive and cater to diverse body types (5marks)

(b) Discuss how fashion designers stay up-to-date with fashion industry trends (10 marks)

(c) Describe some of the challenges that fashion designers face in their work (10 marks)

### **SECTION B (25 marks)**

Fashion showcasing and exhibition have evolved significantly over time with changes in cultural, social and technological contexts influencing how fashion is presented. Using an example of boutique produce illustrative designs showing how you could organize fashion items of your choice for a better display to capture customer's attention. Include a wardrobe in your designs. (25 marks)