

**UGANDA MARTYRS UNIVERSITY**  
**SCHOOL OF ARTS AND SOCIAL SCIENCES**  
**DEPARTMENT OF DEVELOPMENT STUDIES**  
**BACHELOR OF ARTS IN FASHION AND TEXTILE DESIGN**  
**YEAR III SEMESTER I EXAMINATIONS 2020-2021 INTAKE**  
**BAFT: 3104 FASHION MERCHANDISING AND BOUTIQUE MANAGEMENT**  
**ACADEMIC YEAR 2022/2023**

**Date: Friday 19/05/2023**

**Time: 9.30am-12.30pm**

**Instructions: Answer only four (4) questions.**

1a) With the help of relevant examples, explain the meaning of the term 'fashion merchandising'.  
(5marks)

b). Assume you are a fashion designer dealing in all kinds of fashionable garments, discuss the various steps of how you can merchandise your business.  
(20 marks)

2a) Based on the knowledge gained so far in fashion and with examples, briefly explain the term merchandise planning.  
(5 marks)

b) As a fashion designer planning to start up a business, discuss the importance of merchandise planning to the fashion and design industry in Uganda today  
(20 marks)

3 a) Supposing you are a practicing fashion designer currently managing a boutique in Nkozi town, give a brief account of what merchandise management refers to.  
(5 marks)

b) With reference to information in 3a) above, examine the various ways of how you can manage your boutique business such as the one mentioned in question (3a) above.  
(20marks)

Advertising is a practice and technique employed to bring attention to the product or service. As a fashion designer dealing in all kinds of fashionable garments, discuss the importance of advertising in fashion and design industry.  
(25 marks)

4. As a 3<sup>rd</sup> year student pursuing a bachelor's degree in fashion and textile design in a University, make a business plan of how you can start a boutique business in regard to the following aspects.  
(25 marks)

- i. Promotion/advertising
- ii. Price
- iii. Product
- iv. People
- v. Place

**END**