

UGANDA MARTYRS UNIVERSITY
SCHOOL OF ARTS AND SOCIAL SCIENCES
DEPARTMENT OF DEVELOPMENT STUDIES
BACHELOR OF ARTS IN FASHION AND TEXTILES DESIGN
YEAR III SEMESTER I EXAMINATIONS 2020/2021 INTAKE
BAFT 3105 FASHION SHOWCASING AND EXHIBITION
ACADEMIC YEAR 2022/2023

Date: Tuesday 23/05/2023

Time: 2.00pm-5.00pm

INSTRUCTIONS: Answer only four (4) questions.

1. As a student of fashion design, explain with support of examples the meaning of you the following terms:

- a) Professional fashion exhibition **(5 marks)**
- b) Fashion showcasing. **(5marks)**
- c) Discuss the roles of exhibition and showcasing in the modern fashion industry. **(15marks)**

2a) As a bachelor's degree trainee in fashion at third year level in Uganda Martyrs University, identify and discuss the necessary skills a fashion designer should have to organize a successful fashion show? **(16marks)**

b) How would you describe your personal style as a fashion designer? **(9marks)**

3a) ^{locate} a fashion-related problem from the immediate environment and develop a design brief. **(10marks)**

b) Refer to the design brief developed in 3a) above and create a fashion design concept aligned towards solving the problem identified (in 3a above). **(15marks)**

4a) As a fashion designer, explain the meaning of the term 'public relations.

(5marks)

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b) "Everyone knows how hard it can be as a brand organizer, to promote his/her newest collection and attract attention of the eyes of the fashion community".

Basing on the above statement, discuss any five (5) steps you would follow to organize a fashion show not only as a successful undertaking, but also as a memorable event. **(20marks)**

5a) Discuss the following terms in relation to fashion trade:

Branding **(3 marks)**

Pricing **(3 marks)**

Advertising **(3 marks)**

b) As a fashion designer, discuss how branded clothing spells your market success. **(16 marks)**

END