

UGANDA MARTYRS UNIVERSITY
SCHOOL OF ARTS AND SOCIAL SCIENCES
DEPARTMENT OF DEVELOPMENT STUDIES
BACHELOR OF ARTS IN FASHION AND TEXTILE DESIGN
END OF SEMESTER ONE EXAMINATIONS
YEAR III: 2023/2024

BAFT: 3104 FASHION MERCHANDISING AND BOUTIQUE MANAGEMENT

Date: Thursday 14th December, 2023

Time: 9:30 am -12:30pm

Instructions: Answer only four questions

- 1.) With the help of examples, explain the meaning of the following terms below
 - I. Fashion (5 marks)
 - II. Fashion merchandising (5 marks)
 - III. Merchandise management (5 marks)
 - IV. Merchandise planning (5 marks)
 - V. Merchandise planner (5marks)
- 2.) As a fashion designer planning to start up a business in Kayabwe trading center, discuss the importance of merchandise planning in a fashion business. (15 marks)
- 3.) Fashion promotion is an inspiring and practical guide in promoting a brand. Discuss the purpose of fashion promotion in a business dealing in various kinds of fashionable garments. (10 marks)
 - b.) with the help of relevant examples, explain the various types of fashion promotion. (10 marks)
- 4.) Imagine you are soon opening up a fashion house after your bachelor's degree course in fashion and textile design. Basing on the knowledge gained in the tree years of study; make a business plan that will be used as a guide for your start up fashion business in regard to the following aspects.
 - I. Promotion/advertising
 - II. Price
 - III. Product
 - IV. Place
 - V. clients (10 marks)
- 5.) Advertising is a practice and technique employed to Couse attention of clients to the product or service. Discuss its importance of (advertising) to the fashion and design industry (15 marks)

- 6.) Advertising is the activity or profession of producing advertisements for commercial products or services. As a merchandiser running a boutique business in kayabwe trading center, discuss the various types of advertising. (15 marks)
- 7.) a) Briefly explain the term promotional materials (5 marks)
b) As a fashion designer owning one of the biggest fashion houses in kayabwe trading center and dealing in all ladies, kids and gents garments, discuss the importance of promotional materials to a business. (20 marks)
- 8) a) Define the term business (5 marks)
b) Assuming you have completed your three years course of fashion and textile design of Nkozi University, discuss the factors considered in starting up a business in line with fashion and design.

(25 marks)

END