

**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 EXAMINATION 2021-2022
BAFT 3104: FASHION MERCHANDISING AND BOUTIQUE
MANAGEMENT**

Date: 21/07/2022

Time: 2.00pm-5.00 pm

Instructions: Answer only four (4) questions

1. Define the term advertising. (5 marks)
b) Discuss the importance of advertising in fashion merchandising and Boutique management. (20 marks)
2. a) Give a brief explanation of the meaning of fashion merchandising (5 marks)
b) Explain the various types of merchandising in the fashion industry. (20 marks)
3. Discuss any five (5) factors influencing merchandising in the fashion industry in Uganda today (25 marks)
4. Discuss the various ways of merchandising a boutique business (25 marks)
5. A boutique is comprised of ladies out-fits and accessories. As a fashion merchandiser, dealing in the same business, briefly explain how you can run/ manage your business in relation to the following aspects.
(i) Advertising /marketing (5 marks)
(ii) Pricing (5 marks)
(iii) Boutique management (5 marks)
(iv) Display design/technique (5 marks)
(v) Cataloging (5 marks)

END