



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 200: SOCIO-CULTURAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

DATE: 25/11/2020

TIME: 8.30-10.30 AM

INSTRUCTIONS:

This paper consists of **FIVE** questions.

Answer **Question one** and any other **TWO** questions

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

QUESTION ONE (20 MARKS)

- a) With an example from any ethnic dress explain how the dress is used to perform the following functions:
- i. Demonstrate personal achievement (2 marks)
 - ii. Bestow authority (2 marks)
 - iii. Show marital status (2 marks)
- b) Select an ethnic dress and elaborate on its three (3) sources of design inspiration. (6 marks)
- c) With the aid of an example in each case, discuss how the following factors influence continuity of dress,
- i. Governemnt (2 marks)
 - ii. Fear (2 marks)
 - iii. Media (2 marks)
 - iv. Custom (2 marks)

QUESTION TWO (15 MARKS)

Explain to a group of 1st year University students five (5) psychological aspects of wardrobe development.

QUESTION THREE (15 MARKS)

Discuss universality in dress patterns by using illustrations of ethnic dress on a body form.

QUESTION FOUR (15 MARKS)

The First Lady of Kenya has been invited as the chief guest in a Wildlife Conservation Conference. She has tasked you to style her for the occasion. Provide description and illustrations (front and back views) of the dress on a body form.

QUESTION FIVE (15 MARKS)

Select two (2) types of ethnic dress and explore their variation on three (3) specific aspects.