



**MACHAKOS UNIVERSITY**  
University Examinations for 2019/2020 Academic Year  
**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**  
**DEPARTMENT OF FASHION DESIGN AND MARKETING**  
**THIRD YEAR SECOND SEMESTER EXAMINATION FOR**  
**DIPLOMA IN FASHION DESIGN AND MARKETING**  
**HFM 046: MARKETING AND MERCHANDISING**

**DATE: 26/10/2020**

**TIME: 8.30-10.30 AM**

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**INSTRUCTIONS:**

*Answer question one and any other two questions.*

**QUESTION ONE (30 MARKS)**

- a) Define;
- i. marketing
  - ii. Merchandising
  - iii. Product
  - iv. Services
  - v. Market research
  - vi. Fashion (12 marks)
- b) Highlight four (4) roles of a marketing manager. (4 marks)
- c) Outline Four (4) advantages of carrying out market research. (4 marks)
- d) State five (5) types of merchandising. (5 marks)
- e) Define E-commerce. (2 marks)
- f) State three (3) advantages of E-commerce. (3 marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss five (5) roles played by fashion shows in marketing and merchandising (15 marks)
- b) Highlight the five (5) rights of merchandising (5 marks)

**QUESTION THREE (20 MARKS)**

Explain in detail the five (5) stages of consumer buying behavior.

**QUESTION FOUR (20 MARKS)**

- a) Fashion is dynamic. Discuss any four (4) factors that influence fashion. (12 marks)
- b) Describe any two stages of the fashion cycle . (6 marks)

**QUESTION FIVE (20 MARKS)**

As a marketing manager explain to your team the importance of the 4p's in marketing