



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

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 306: FASHION PRODUCT DEVELOPMENT

DATE: 12/11/2020

TIME: 8.30-10.30 AM

INSTRUCTIONS:

- i) This paper consists of FIVE questions.*
- ii) Answer Question 1 and any other two questions.*
- iii) Question 1=20 marks*
- iv) Question 2 to 5=15 marks each*

QUESTION ONE (20 MARKS)

- a) Write short notes on the following terms as used in fashion product development
 - i. Fabric sourcing (2 marks)
 - ii. Fashion forecasting (2 marks)
 - iii. Quality Control (2 marks)
- b) Differentiate between product design specification and product design standardization (2 marks)
- c) Explain the management structures of an organization in product development (6 marks)
- d) Briefly explain the major departments in an apparel firm (6 marks)

QUESTION TWO (15 MARKS)

- a) Discuss the product development process as used by designers (12 marks)
- b) Briefly discuss three (3) methods of mechanical transport systems (3 marks)

QUESTION THREE (15 MARKS)

- a) Explain the factors that determine the success and failure in developing new products (9 marks)
- b) Discuss the process of fashion design as a problem-solving activity (6 marks)

QUESTION FOUR (15 MARKS)

- a) As a designer in an apparel firm, you have been given the responsibility of coming up with a line for summer wear for a famous brand in your locality. Discuss the steps that you will follow in order to produce articles that succeed in the market. (6 marks)
- b) For a good style to perform well, the designer must include certain characteristics in his/her sketches or drapes to the actual item. Discuss these characteristics. (9 marks)

QUESTION FIVE (15 MARKS)

- a) An accessory design manufacturer wants to develop a handbag collection line for women. Recommend steps for developing this product until it reaches the intended consumer (12 marks)
- b) Display a Techpack for use in the production room when developing the handbag (3 marks)