



MACHAKOS UNIVERSITY

University Examinations 2019/2020

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 410: APPAREL ACCESSORIES

DATE: 22/10/2020

TIME: 8.30-10.30 AM

INSTRUCTIONS:

This paper consists of five questions.

Answer Question 1 and any other two questions

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

QUESTION ONE (COMPULSORY) (20 MARKS)

- a) Explain the following with specific reference to apparel accessories:
- i) *Cottage Industries* (5 marks)
 - ii) *Creative Industries* (5 marks)
- b) Using relevant examples, propose potential strategies for product differentiation in the following categories of apparel accessories:
- i) *Jewellery* (5 marks)
 - ii) *Shoes* (5 marks)

QUESTION TWO (15 MARKS)

Discuss five (5) socioeconomic benefits that cosmetology contributes to the design of apparel accessories in Kenya.

QUESTION THREE (15 MARKS)

Describe five (5) unique ways in which *Design Thinking* can be applied to the design and construction of functional and aesthetically pleasing apparel accessories for the domestic market.

QUESTION FOUR (15 MARKS)

Using annotated illustrations, provide a detailed contextual thematic analysis of your semester-long project.

QUESTION FIVE (15 MARKS)

Briefly describe one (1) category of apparel accessories (e.g. jewellery, belts, shoes, headwear, bags, purses, or ties) in terms of type, materials, selection, and unique selling points.