



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

**HFM 200: SOCIO-CULTURAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING**

DATE: 23/3/2021

TIME: 8.30-10.30 AM

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## 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 (20 MARKS)

- a) Define the following terms:
- i. Culture (1 mark)
  - ii. Folkways (1 mark)
  - iii. Dress (1 mark)
  - iv. Sumptuary law (1 mark)
- b) Explain how the following factors bring about discontinuity of ethnic dress and fashion:
- i. Cultural authentication (2 marks)
  - ii. Creative awareness (2 marks)
  - iii. Education (2 marks)
- c) Discuss variation of dress within a selected culture on the basis of:
- i. Social status (2 marks)
  - ii. Generational difference (2 marks)
  - iii. Self-expression (2 marks)
- d) Elaborate on how the following values influence indigenous dress:
- i. Theoretical (2 marks)
  - ii. Aesthetic (2 marks)

### **QUESTION TWO (15 MARKS)**

Discuss the diverse types of dressing using two (2) illustrations in each case of ethnic dress on a body form.

### **QUESTION THREE (15 MARKS)**

Assume that you are the Education Officer at the Nairobi National Museum and you are hosting a team of University students pursuing fashion design. Explain to the students three (3) early theories on why people wear clothing. Provide examples from the ethnic dress collection in the museum.

### **QUESTION FOUR (15 MARKS)**

The Vice-Chancellor has been invited to a two-day Sustainable Fashion Conference at the Kenyan coast. She will give a keynote address, participate in the conference and attend a cocktail party.

Using description and illustrations (front and back views) on body forms, style her for:

- a) Day One to give the keynote address (5 marks)
- b) Day Two as a delegate (5 marks)
- c) Day Two to attend cocktail party in the evening (5 marks)

### **QUESTION FIVE (15 MARKS)**

Choose an indigenous dress and discuss five (5) factors concerning its construction.