



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 405: SEMINAR IN CONTEMPORARY ISSUES IN TEXTILE INDUSTRY

DATE: 20/01/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

This paper consists of **FIVE questions**.

Answer **Question 1** and any other **TWO** questions

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (30 MARKS)

- a) Explain to a potential proprietor of a fashion design college three (3) socio-cultural issues to anticipate in its operations (6 marks)
- b) Outline four (4) ways in which a fashion-related community-based organization may engage with the local community (8 marks)
- c) Elaborate on four (4) challenges attendees encounter in the textile and apparel industry (8 marks)
- d) Discuss four (4) approaches a fashion house can implement to promote consumer sustainability (8 marks)

QUESTION TWO (20 MARKS)

Report to the management of an apparel manufacturing firm five (5) team characteristics that can enhance the apparel product development staff job performance

QUESTION THREE (20 MARKS)

Suggest four (4) initiatives universities can employ to incorporate sustainability in fashion design programmes

QUESTION FOUR (20 MARKS)

Discuss with counterparts in senior management level in an apparel firm five (5) Corporate Social Responsibility practices to be implemented within the firm

QUESTION FIVE (20 MARKS)

Advise the Government of Kenya about five (5) measures to undertake in order to make the apparel sector more competitive globally