



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 409: FASHION MARKETING II

DATE: 21/01/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

This paper consists of **FIVE** questions.

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

Question 1 - 30 Marks

Question 2 -5 - 20 Marks Each

QUESTION ONE (30 MARKS)

- a) Highlight the concept of non-price competition of competitors (5 marks)
- b) Explain five (5) economic factors that influence fashion marketing (5 marks)
- c) Elaborate the nature of marketing (5 marks)
- d) Explain three (3) classification of marketing (9 marks)
- e) Define the following terms;
 - i. Fashion Marketing (2 marks)
 - ii. Forecasting (2 marks)

QUESTION TWO (20 MARKS)

- a) Describe to a fashion marketer factors that determine the nature of promotional activities (10 marks)
- b) Explain five (5) responsibilities that a successful fashion marketer must observe at the retailer level (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss with your interview panel five (5) different types of market segmentation (10 marks)
- b) Present to a visiting group of fashion design students five (5) functions of distribution channel in clothing textile industry (10 marks)

QUESTION FOUR (20 MARKS)

A fashion researcher was tasked to investigate the decrease in sales of mens clothes in X retail store;

- a) Discus five (5) stages of the research process the researcher will employ in order to achieve the desired results. (10 marks)
- b) Describe five (5) types of data collection methods the researcher will use to answer the research problem (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain to a fashion marketer five (5) causes of structural changes in fashion and clothing industry (10 marks)
- b) Describe to an interview panel advantages of branding to manufacturers (10 marks)