



# 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 COMMUNITY RESOURCE MANAGEMENT

**HFD 409: FASHION MARKETING II**

**DATE:**

**TIME:**

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## INSTRUCTIONS:

This paper consists of **five questions**.

Answer **Question one** and any **two** other questions

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

### QUESTION ONE (30 MARKS)

- a) Define the following terms as used in Fashion Marketing.
- i. Production networks (2 marks)
  - ii. Fashion forecasting (2 marks)
  - iii. Fashion (2 marks)
  - iv. Fashion retailer (2 marks)
  - v. Fast Fashion (2 marks)
- b) i Highlight to a group of potential fashion retailers four (4) types of fashion products that they might offer to potential customers. Give two (2) examples for each (8 marks)
- ii Discuss 3 impacts of globalization upon supplies of clothing and textiles. (12 marks)

**QUESTION TWO (20 MARKS)**

- a) As a fashion marketer, you are able foresee decisions of fashion consumers as a series of smaller related problems to be solved. Outline five (5) consumer decisions that comprise the buy or no buy decision. (10 marks)
- b) Wanjiru, a clothing store owner has embarked on a process of attracting customers to get more foot traffic to boost her sales, Explore with her **five (5)** ways she can achieve this. (10 marks)

**QUESTION THREE (20 MARKS)**

Explain five (5) core pillars of customer centric approach and how they help boost customer loyalty.

**QUESTION FOUR (20 MARKS)**

A group of fashion market researchers have been tasked to study customers' uptake of handbags inspired by green design at "Trendz" retail shops. In order for the research to be successful, the fashion marketers have come to you aid them to understand the difference between probability and non-probability methods of sampling. Give 2 examples of each.

**QUESTION FIVE (20 MARKS)**

Mary, a fashion graduate has been called for an interview in the capacity of a fashion merchandising manager. Explain to her the difference between a fashion merchandiser and a fashion marketer. Give 3 roles for each.