



# 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**

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## 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)**

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