



# **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**

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## **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)