



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFD 306: FASHION PRODUCT DEVELOPMENT

DATE:

TIME:

INSTRUCTIONS

- i) This paper consists of FIVE questions.*
- ii) Answer Question 1 and any other two questions.*
- iii) Question 1=20 marks*
- iv) Question 2 to 5=15 marks each*

QUESTION ONE (COMPULSORY) (20 MARKS)

- a) Write short notes on the following terms as used in fashion product development
 - i. Fabric sourcing (2 marks)
 - ii. Fashion forecasting (2 marks)
 - iii. Quality Control (2 marks)
- b) Differentiate between product design specification and product design standardization. (2 marks)
- c) State five (5) factors to be considered in costing a fashion product that has been developed. (5 marks)
- d) Devise a list of FIVE (5) questions a fashion designer should answer prior to developing a fashion product. (5 marks)
- e) Write down FOUR (4) specifications to give when ordering for buttons. (2 marks)

QUESTION TWO (15 MARKS)

KIKI creations, an acknowledged fashion design house in Kenya introduced a multifunctional clothing line to expand its customer base. Having spent a lot of money introducing the product, it still never gained wide acceptance. Discuss why this product failed

QUESTION THREE (15 MARKS)

- a) An accessory design manufacturer wants to develop a handbag collection line for women. Recommend steps for developing this product until it reaches the intended consumer. (12 marks)
- b) Display a Tec pack for use in the production room when developing the handbag. (3 marks)

QUESTION FOUR (15 MARKS)

Discuss the importance of legal, ethical and sustainability considerations in fashion product development

QUESTION FIVE (15 MARKS)

A group of young fashion designers attached to your design house generated 100 design sketches for an upcoming fashion event. Only 20 sketches were selected for development. Describe to the panel what parameters were used to select the 20 designs.