



MACHAKOS UNIVERSITY

University Examinations 2021/2022

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 105: INTRODUCTION TO FASHION DESIGN

DATE: 25/1/2022

TIME: 11.00-1.00 PM

INSTRUCTIONS

- i) This paper consists of *five* questions.
- ii) Answer *Question 1* and any other *two* questions.
- iii) *Question 1*=30 marks
- iv) *Question 2 to 5*=20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following;
 - i) Fashion (1 mark)
 - ii) Fashion runway (1 mark)
 - iii) Fashion design portfolio (1 mark)
 - iv) Fashion collection (1 mark)
- b) Giving examples, highlight three (3) categories of fashion accessories (6 marks)
- c) Explain the following types of fashion;
 - i) Haute couture (3 marks)
 - ii) Mass market fashion (3 marks)
 - iii) Ready-to-wear fashion (3 marks)
- d) List five (5) sources of inspiration for a fashion designer (5 marks)
- e) Explain three (3) possible career options in the fashion industry (6 marks)

QUESTION TWO (20 MARKS)

Fashion design is generally considered to have started in the 19th century. Discuss the contributions of Charles Fredrick Worth to fashion design

QUESTION THREE (20 MARKS)

Discuss five (5) ways through which fashion trends start and evolve among the university students.

QUESTION FOUR (20 MARKS)

You have been invited to showcase your collection at the Machakos University culture week. Explain the fashion design development process you would adopt to come up with the collection.

QUESTION FIVE (20 MARKS)

Discuss the hemispheres of the brain highlighting their functions and contributions towards the work of a designer.