



MACHAKOS UNIVERSITY

University Examinations 2021/2022

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 200: SOCIO-CULTURAL AND PHYSIOLOGICAL ASPECTS OF CLOTHING

DATE: 6/12/2021

TIME: 2.00-4.00 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

- a) Define the following;
 - i. Fashion leaders (1 mark)
 - ii. Fashion innovators (1 mark)
 - iii. Early Adopters (1 mark)
 - iv. Late Adopters (1 mark)
- b) State two (2) social factors affecting selection of clothing (2 marks)
- c) Explain the following theories of fashion
 - i. Theory of repeated exposure (3 marks)
 - ii. Rubbish theory (3 marks)
 - iii. Theory of shifting erogenous zones (3 marks)
- d) Explain three (3) reasons for fashion change (6 marks)
- e) Explain three (3) types of fashion based on cycle length; (9 marks)

QUESTION TWO (20 MARKS)

Discuss the fashion cycle for new styles which designers expose to the consumers each season.

QUESTION THREE (20 MARKS)

Discuss four (4) fashion personalities in regard to our clothing choices.

QUESTION FOUR (20 MARKS)

Discuss three (3) theories of fashion adoption as influenced by different social and economic classes of a population.

QUESTION FIVE (20 MARKS)

Discuss the following relationships in fashion;

- a) Social change and fashion (5 marks)
- b) Appearance and identity (5 marks)
- c) Culture, observer and wearer (5 marks)
- d) Dress, agency and popular culture (5 marks)