MACHAKOS UNIVERSITY

University Examinations 2020/2021

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

DIPLOMA IN FASHION DESIGN AND MARKETING

HFM 055: THE FASHION INDUSTRY IN KENYA

DATE: 10/8/2021   **TIME: 2:00 – 4:00 PM**

INSTRUCTIONS*:*

Answer Question One and Any Other Two.

QUESTION ONE (COMPULSORY) (30 MARKS)

a)   Define the following terms.
          i)   Fashion
          ii) Technology
          iii) Stylist
          iv) Blogger
          v)   Raw material   (10 marks)
b)   Highlight FOUR (4) types of raw materials used in making accessories.   (4 marks)

c)   Briefly explain any TWO (2) methods of producing fabric in Kenya.   (4 marks)

d)   Briefly describe any THREE (3) retting methods.   (6 marks)

e)   Outline SIX (6) challenges facing the fashion industry in Kenya.   (6 marks)

QUESTION TWO (20 MARKS)

a)   The fashion industry has evolved over the last ten years. Highlight at least SIX (6)
          changes that are evident in the current fashion industry in Kenya.   (12 marks)

b)   Explain how the media is used to promote fashion. Cite FOUR (4) examples. (8 marks)

QUESTION THREE (20 MARKS)

a)   Every sector in Kenya should contribute to national development. Discuss FIVE (5) ways through which the fashion industry contributes to the country's economic growth

(10 marks)

b)   Explain EPZ's contribution to the fashion industry in Kenya. Cite FIVE (5) examples.

(10 marks)

QUESTION FOUR (20 MARKS)

a)   Present a talk to fashion students in Machakos University on any TEN (10) careers associated with fashion industry in Kenya.   (10 marks)

b)   Describe FIVE (5) attributes of a fashionable product   (10 marks)

QUESTION FIVE (20 MARKS)

a)   Technology is the way to go in the 20th century. Discuss SIX (6) types of technologies that have been embraced in the fashion industry.   (12 marks)

b)   In the late1980's the clothing industry was experiencing a steady decline. Explain FOUR (4) factors that may have led to this decline.   (8 marks)