



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 200: SOCIO-CULTURAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

DATE: 26/5/2022

TIME: 8.30-10.30 AM

INSTRUCTIONS

This paper consists of **FIVE** questions.

Answer **Question 1** and any other **TWO** questions questions in Section B

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

SECTION A

QUESTION ONE (20 MARKS)

- a) With an example from our class discussions on ethnic dress, explain how dress is used to perform the following functions:
- i. Demonstrate personal achievement. (2 marks)
 - ii. Bestow authority. (2 marks)
 - iii. Show marital status. (2 marks)
- b) Select an ethnic dress and elaborate on its three (3) sources of design inspiration. (6 marks)
- c) Using an example in each case, discuss how the following factors influence continuity of dress:
- i. Government. (2 marks)
 - ii. Fear. (2 marks)
 - iii. Media. (2 marks)
 - iv. Custom. (2 marks)

SECTION B

QUESTION TWO (15 MARKS)

Explain to a group of first year University students five (5) psychological aspects they may consider in their wardrobe development.

QUESTION THREE (15 MARKS)

Discuss universality in dress patterns. Support your answer with illustrations of ethnic dresses on a body form.

QUESTION FOUR (15 MARKS)

Following an invitation to The First Lady of Kenya as chief guest in a Wildlife Conservation Conference, you have been tasked with the responsibility as her stylist. Provide detailed descriptions and illustrations of the front and back views of the dress you would design for her.

QUESTION FIVE (15 MARKS)

Based on our class discussions, select two (2) types of ethnic dress and explore their variation on any three (3) key aspects.