



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 303: ESSENTIALS OF FASHION MARKETING

DATE: 22/8/2022

TIME: 8.30-10.30 AM

INSTRUCTIONS

This paper consists of **FIVE** questions.

Answer **Question 1** and any other **TWO** question

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms:
 - i. Exchange (2 marks)
 - ii. Market segmentation (2 marks)
 - iii. Product (2 marks)
- b) Differentiate advertising from publicity. (2 marks)
- c) Explain PEST analysis (4 marks)
- d) Explain (2) two common discounts available in sales promotion. (4 marks)
- e) Highlight (4) four major roles of a marketing manager. (4 marks)
- f) State (5) five conditions that must be satisfied for an exchange to take place. (5 marks)
- g) Explain the modern approach to marketing. (5 marks)

QUESTION TWO (20 MARKS)

- a) Explain (3) three major pricing strategies available in the price marketing mix. (6 marks)
- b) Present a lecture on the seven (7) Ps of marketing to an undergraduate class. (14 marks)

QUESTION THREE (20 MARKS)

Give a seminar presentation on how technology has impacted the fashion sector in Kenya.

QUESTION FOUR (20 MARKS)

Explain to your marketing team (5) five key factors that determine the nature of promotion.

QUESTION FIVE (20 MARKS)

You are a focus group leader in your class:

- a) Explain (4) four major reasons for market segmentation. (8 marks)
- b) Discuss with your class the (6) six different categories under which fashion markets can be segmented (12 marks)