



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)

University Examinations 2015/2016

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE IN
FASHION DESIGN AND MARKETING

HFD 307: FASHION MERCHANDISING

Date: 3/8/2016

Time: 11:00 – 1:00 PM

INSTRUCTIONS:

Question one is Compulsory. Answer any Other Two Questions

1.
 - a) List any 3 (three) types of fashion retail stores and 2 such stores found in Kenya. (5 marks)
 - b) Point out the key reasons fashion forecasting is important for fashion merchandising and designers making profit. (5 marks)
 - c) Explain specialized skills required to be successful in the fashion merchandising career. (5 marks)
 - d) Explain the key responsibilities of a fashion buyer in apparel / clothing design (5 marks)
 - e) Differentiate the following terms as used in fashion and merchandising (10 marks)
 - i. Contractor and Wholesaler in apparel design
 - ii. Retailer and Manufacturer in fashion merchandise
 - iii. Buyer and Merchandiser in fashion
 - iv. Classics styles and Fads
 - v. Style and Fashion

2. Discuss the 7 (seven) sources of influence for product development that designers can exploit to come up with acceptable goods, giving 3 (three) valid reasons why new designs may still fail in the market. (20 marks)
3. Describe the steps a fashion buyer would follow to successfully forecast a look or design (20 marks)
4. Describe the concepts of fashion cycle in relation to styles produced, supporting your answer with a diagram. (20 marks)
5. Discuss how a specialty store would utilize the 7 Rights of merchandising and ensure that a specific category of fashion apparel in their stores makes profit. (20 marks)