



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 DIPLOMA IN FASHION DESIGN AND
MARKETING

FDD 201: ART AND DESIGN

Date: 1/8/2016

Time: 2:00 – 4:00 PM

INSTRUCTIONS:

- *This paper consists of FIVE questions.*
- *Answer question one and other two questions in this paper.*

QUESTION ONE

a) Define the following terms:

- i) texture (2 marks)
- ii) contrast (2 marks)
- iii) proportion (2 marks)
- iv) value (2 marks)
- v) pattern (2 marks)

b) Discuss the psychological effect of the colour blue when used for bedroom. (3 marks)

c) Outline **THREE** psychological properties of the following colours.

- i) orange (3 marks)

- ii) green (3 marks)
- iii) white (3 marks)
- d) i) Define balance (2 marks)
- ii) Differentiate between the **TWO** types of balance used in design (2 marks)
- e) Briefly explain any **TWO** types of colour schemes used in art and design. (4 marks)

QUESTION TWO

- a) Define the:
 - i) elements of design (2 marks)
 - ii) principles of design (2 marks)
- b) Briefly describe how the following are used in design.
 - i) Emphasis
 - ii) Variety
 - iii) proportion
 - iv) colour (16 marks)

QUESTION THREE

- a) Give a brief description of colour psychology. (4 marks)
- b) Using colour psychology, explain why the following colours,
 - i) May not be used in a lecture room
 - a) Red (4 marks)
 - b) Black (4 marks)
 - ii) May be used in a dental unit
 - a) White (4 marks)
 - b) Green (4 marks)

QUESTION FOUR

a) Describe the most appropriate texture for:

(Give reasons for your choice in each case.)

- i) An evening gown (4 marks)
- ii) A baby's shawl (4 marks)
- iii) A bathroom's floor (4 marks)
- iv) Bathroom walls (4 marks)
- iv) Pavement (4 marks)

QUESTION FIVE

a) Illustrate how colours are arranged on the colour wheel. (6 marks)

b) Jane is a 26 year old lady who is planning to decorate her new home in December 2016. Suggest an appropriate colour that may be used for the following rooms. Give reasons for your choice of colours

- i) the kitchen
- ii) the living room
- iii) a girl's bedroom . (6 marks)

c) Discuss the role of art and design in the fashion industry (8 marks)



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FIRST SEMESTER EXAMINATION FOR DIPLOMA IN FASHION DESIGN AND
MARKETING

FDD 204: WORKSHOP ORGANISATION AND MANAGEMENT

Date: 8/8/2016

Time: 11:00 – 1:00 PM

INSTRUCTIONS:

- *This paper consists of FIVE questions.*
- *Answer question one and other two questions in this paper.*

QUESTION ONE

- a) Define the following terms
- | | |
|------------------|-----------|
| i) management | (2 marks) |
| ii) bureaucracy | (2 marks) |
| iii) Leader | (2 marks) |
| iv) Plant layout | (2 marks) |
- b) Highlight the first **four** steps in performing work study (8 marks)
- c) Briefly describe the whole garment production system. (5 marks)
- d) List **six** qualities of a good leader (3 marks)

- e) Define quality control (2 marks)
- f) Outline FOUR reasons that make quality control an important function in a garment making industry. (4 marks)

QUESTION TWO

Neo Textiles is an upcoming garment making company making school uniforms.

- a) Describe an appropriate production system that would suit this company. (10 marks)
- b) State the advantages and disadvantages of the system described in 2a) above. (10 marks)

QUESTION THREE

- a) Describe Mac Gregor's Theory x and Theory y. (10 marks)
- b) Discuss how a manager can apply this theory in the workplace. (10 marks)

QUESTION FOUR

- a) Define delegation (2 marks)
- b) State **four** major benefits of delegation in an organization. (4 marks)
- c) Discuss the benefits of quality control in a clothing industry (4 marks)
- d) Explain **five** objectives of planning a plant layout. (10 marks)

QUESTION FIVE

- a) Define motivation. (2 marks)
- b) Highlight **four** reasons for motivating staff in the workplace. (4 marks)
- c) John has been promoted as a manager in clothing industry.
- i) Describe an appropriate leadership style that John may adopt in his new position. (4 marks)
- ii) Explain to him **FIVE** management functions that must be taken into account for the smooth running of the industry. (10 marks)