



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 105: INTRODUCTION TO FASHION DESIGN

DATE: 6/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS:

- i) *This paper consists of five questions.*
- ii) *Answer Question 1 and any other two questions.*
- iii) *Question 1=30 marks*
- iv) *Question 2 to 5=20 marks each*

QUESTION ONE (30 MARKS)

- a) Define the following:
 - i. Fashion (2 marks)
 - ii. Catwalk (2 marks)
 - iii. Design (2 marks)
 - iv. Aesthetics (2 marks)
- b) List FOUR (4) fashion capitals of the world (4 marks)
- c) Explain the FOUR (4) functions of swatches in a fashion portfolio (4 marks)
- d) Highlight FIVE (5) contents of a client profile in portfolio development (5 marks)
- e) Explain the THREE (3) types of fashion (9 marks)

QUESTION TWO (20 MARKS)

Explain to a group of new design students the fashion design development process you would adopt to come up with a collection.

QUESTION THREE (20 MARKS)

Gem Fashion School has invited you to give a talk on the fashion adoption process. Elaborate on FOUR (4) theories of fashion adoption.

QUESTION FOUR (20 MARKS)

Discuss the contribution of Charles Frederick Worth to the fashion industry.

QUESTION FIVE (20 MARKS)

Using appropriate illustrations, explain the 8-head rule as applied in the fashion figure.