MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 303: ESSENTIALS OF FASHION MARKETING

DATE: 6/12/2019   **TIME: 8.30-10.30 AM**

INSTRUCTIONS:

This paper consists of **FIVE questions.**

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

Question 1 carries 30 marks

Question 2-5 carry 25 marks each

QUESTION ONE (20 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)   Determine four (4) reasons why a Fashion Retailers would carry out sales promotion.

      (4 marks)

d)   Explain two (2) common discounts available in sales promotion.   (4 marks)

e)   Highlight four (4) major roles of a marketing manager.   (4 marks)

f)   State five (5) conditions that must be satisfied for an exchange to take place.   (5 marks)

g)   Explain five (5) factors in the modern approach to marketing.   (5 marks)

QUESTION TWO (20 MARKS)

a)   Present a lecture on the four Ps of marketing to an undergraduate class.   (8 marks)

b)   Explain four (4) major pricing strategies available in the price marketing mix.   (12 marks)

QUESTION THREE (20 MARKS)

Present to an interview panel the impact of technology on fashion sector**.**

QUESTION FOUR (20 MARKS)

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

QUESTION FIVE (20 MARKS)

You are a focus group leader in your class:

a)   Explain four (4) major reasons for market segmentation.   (8 marks)

b)   Discuss with your class the six (6) different categories under which fashion markets can be segmented   (12 marks)