



**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 307: FASHION MERCHANDISING**

**DATE: 9/12/2019**

**TIME: 2.00-4.00 PM**

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**INSTRUCTIONS:**

This paper consists of five(5) questions.

Answer question **One (1)** and any other **Two (2)** questions in this paper

**QUESTION ONE (30 MARKS) (COMPULSORY)**

- a) Define the following terms
  - i. Fashion merchandising (2 marks)
  - ii. Planning merchandise (2 marks)
  - iii. Costing (2 marks)
  - iv. Forecasting (2 marks)
  - v. Merchandising control (2 marks)
- b) Explain five (5) purposes of stock taking (5 marks)
- c) Elaborate five (5) skills needed by fashion merchandisers (5 marks)
- d) Highlight five (5) reasons for mark-downs in a fashion store (5 marks)
- e) Explore five (5) limitations of using a single vendor (5 marks)

**QUESTION TWO (20 MARKS)**

- a) Present to an interview panel five (5) activities of fashion merchandising (10 marks)
- b) Clarify to a group fashion design student the relationship between sales & production (10 marks)

**QUESTION THREE (20 MARKS)**

- a) As a fashion merchandiser operating own enterprise explain to a team of fashion design students the five (5) basic elements of a merchandising mix (10 marks)
- b) Present to an interview panel five (5) levels of consumer decision making model (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Describe with other fashion merchandisers five (5) internal sources of information that designers can consult when estimating demand (10 marks)
- b) Discuss with your classmate the qualities of a successful buyer. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Being in charge of merchandise control in a fashion self-service store. Discuss five (5) courses of merchandise shrinkage. (10 marks)
- b) Recommend five (5) methods that you can put in place to control merchandise shrinkage. (10 marks)