



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN FASHION DESIGN AND MARKETING

HFM 046: MARKETING AND MERCHANDISING

DATE: 8/5/2019

TIME: 11:00 – 1:00 PM

INSTRUCTIONS:

This paper consists of FIVE questions. Answer question one and any other two.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define;
 - i) marketing
 - ii) Merchandising
 - iii) Product
 - iv) Services
 - v) Market research
 - vi) Fashion(12 marks)
- b) Highlight four(4) roles of a marketing manager. (4 marks)
- c) Outline Four(4) advantages of carrying out market research. (4 marks)
- d) State five (5) types of merchandising. (5 marks)
- e) Define E-commerce. (2 marks)
- f) State three(3) advantages of E-commerce. (3 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the role played by fashion shows in marketing and merchandising (15 marks)
- b) Highlight the five (5) rights of merchandising (5 marks)

QUESTION THREE (20 MARKS)

Explain in detail the five(5) of stages of consumer buying behavior.

QUESTION FOUR (20 MARKS)

- a) Fashion is dynamic . Discuss any four(4) factors that influence fashion. (12 marks)
- b) Describe any two stages of the fashion cycle . (6 marks)

QUESTION FIVE (20 MARKS)

As a marketing manager explain to your team the importance of the 4p's in marketing