



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 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: 1/3/2021

TIME: 8.30-10.30 AM

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 (COMPULSORY) (30 MARKS)

- a) Identify two (2) qualities of a good design. (2 marks)
- b) Giving examples, highlight three (3) categories of fashion accessories. (6 marks)
- c) Explain three (3) reasons why fashion photography is important. (6 marks)
- d) Highlight six (6) contents of the trim and fabric board. (6 marks)
- e) List ten (10) steps in the fashion product development process. (10 marks)

QUESTION TWO (20 MARKS)

Fashion design is generally considered to have started in the 19th century. Discuss the contributions of Charles Fredrick Worth to fashion design

QUESTION THREE (20 MARKS)

Discuss five ways through which fashion trends start and evolve among the university students.

QUESTION FOUR (20 MARKS)

You have been invited to showcase your collection at the Machakos University culture week. Explain the fashion design development process you would adopt to come up with the collection.

QUESTION FIVE (20 MARKS)

Discuss the hemispheres of the brain highlighting their functions and contributions towards the work of the designer.