



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 200: SOCIO-CULTURAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

DATE: 23/3/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

This paper consists of **FIVE** questions.

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

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

QUESTION ONE (20 MARKS)

- a) Define the following terms:
- i. Culture (1 mark)
 - ii. Folkways (1 mark)
 - iii. Dress (1 mark)
 - iv. Sumptuary law (1 mark)
- b) Explain how the following factors bring about discontinuity of ethnic dress and fashion:
- i. Cultural authentication (2 marks)
 - ii. Creative awareness (2 marks)
 - iii. Education (2 marks)
- c) Discuss variation of dress within a selected culture on the basis of:
- i. Social status (2 marks)
 - ii. Generational difference (2 marks)
 - iii. Self-expression (2 marks)
- d) Elaborate on how the following values influence indigenous dress:
- i. Theoretical (2 marks)
 - ii. Aesthetic (2 marks)

QUESTION TWO (15 MARKS)

Discuss the diverse types of dressing using two (2) illustrations in each case of ethnic dress on a body form.

QUESTION THREE (15 MARKS)

Assume that you are the Education Officer at the Nairobi National Museum and you are hosting a team of University students pursuing fashion design. Explain to the students three (3) early theories on why people wear clothing. Provide examples from the ethnic dress collection in the museum.

QUESTION FOUR (15 MARKS)

The Vice-Chancellor has been invited to a two-day Sustainable Fashion Conference at the Kenyan coast. She will give a keynote address, participate in the conference and attend a cocktail party.

Using description and illustrations (front and back views) on body forms, style her for:

- a) Day One to give the keynote address (5 marks)
- b) Day Two as a delegate (5 marks)
- c) Day Two to attend cocktail party in the evening (5 marks)

QUESTION FIVE (15 MARKS)

Choose an indigenous dress and discuss five (5) factors concerning its construction.