



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 201: ETHICAL AND SUSTAINABLE FASHION DESIGN

DATE: 24/3/2021

TIME: 2.00-4.00 PM

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

1. a) Write short notes on the following
 - i) Re-cycling (2 marks)
 - ii) Greening of manufacturing (2 marks)
 - iii) Transformable fashion products (2 marks)
- b) Explore two (2) types of durability related to consumer sustainability (4 marks)
- c) Explain five (5) advantages of reversible fashion products (5 marks)
- d) Outline five (5) approaches in the disposal phase of a fashion product (5 marks)
2. Explore with examples three (3) ways in which your fashion collection shall conserve and preserve the material culture of Kenya's ethnic groups (15 marks)
3. Recently the President of Kenya issued a decree for public servants to wear Kenya-made apparel on Fridays. Critically analyze the decree's potential impact on three (3) stakeholders in the textile and apparel value-chain (15 marks)

4. An apparel manufacturing firm in the Athi River Export Processing Zone (EPZ) has donated to your fashion house solid waste comprising cut-pieces of fabric, rejected pants, shirts and t-shirts, zippers, buttons and elastic fasteners. The firm requires you to creatively use the waste to innovate, describe and illustrate a collection consisting of
- a) One (1) apparel for men (5 marks)
 - b) One (1) apparel for women (5 marks)
 - c) One (1) apparel for teenagers (5 marks)
5. Discuss five (5) approaches that your apparel manufacturing firm shall adopt to ensure your consumers engage in sustainable consumption of fashion products (15 marks)