



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 303: ESSENTIALS OF FASHION MARKETING

DATE: 25/3/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

This paper consists of **FIVE** questions.

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

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (30 MARKS)

- a) Define the following terms:
 - i. Marketing concept (2 marks)
 - ii. Services (2 marks)
 - iii. Customer value (2 marks)
- b) Identify (3) three types of media used in advertising. (3 marks)
- c) Determine (3) three conditions under which the product concept may apply in relation to market conduct. (3 marks)
- d) Explain three(3) categories into which Fashion promotion can be broadly classified. (3 marks)
- e) State four (4) disadvantages of the product concept. (4 marks)
- f) Determine five (5) major attributes of a marketing segment. (5 marks)
- g) Outline six (6) modern approaches to marketing. (6 marks)

QUESTION TWO (20 MARKS)

You are representing your school in an international Fashion seminar.

- a) Describe ways four (4) in which fashion enterprises in Kenya strive to remain competitive. (8 marks)
- b) Discuss with the participants the three tier structure of the fashion market. (12 marks)

QUESTION THREE (20 MARKS)

Discuss with your marketing manager five (5) points of the promotional mix in fashion marketing.

QUESTION FOUR (20 MARKS)

You have been commissioned to provide advice to a team of entrepreneurs establishing a new fashion enterprise.

- a) Elaborate to the team five (5) aspects on the nature of marketing. (10 marks)
- b) Discuss five (5) differences between the selling and marketing concepts. (10 marks)

QUESTION FIVE (20 MARKS)

You are a major stake holder in the Kenya Fashion sector. Explain to a group of investors how PEST analysis is used by Fashion companies in market research and strategic planning