



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 302: CREATIVE PROFESSIONAL PRACTICE

DATE:

TIME:

INSTRUCTIONS

This paper consists of FIVE QUESTIONS.

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

Question 1 carries 30 marks

Question 2-4 carry 20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms:
- i. Creative practice
 - ii. Integrity
 - iii. Time management
 - iv. Remuneration
 - v. Employee Relationship Management (10 marks)
- b) List five advantages of practicing active listening in communication (10 marks)
- c) Discuss some questions you ask a client to understand their background before creating a design brief (10 marks)

QUESTION TWO (20 MARKS)

Communication passes through a channel. However there arises miscommunication between people. Discuss constraints that arise in communication

QUESTION THREE (20 MARKS)

As an intern a project has been assigned to you. Explain to your manager how you will create a design brief

QUESTION FOUR (20 MARKS)

A project has many stakeholders meeting the timelines. Give a talk to your department on the theory of project management.

QUESTION FIVE (20 MARKS)

You have been promoted at the work place. Give a speech on the basic steps in the team management process for improved relationship at work.