



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 408: ADVANCED FASHION MARKETING

DATE: 7/12/2021

TIME: 2.00-4.00 PM

INSTRUCTIONS

This paper consists of five (5) questions.

Answers question one (30 marks) and any other two (2) questions 20 marks each.

QUESTION ONE (30 MARKS)

- a) Using appropriate fashion examples, define the following terms:
- i. Customer value (2 marks)
 - ii. Marketing concept (2 marks)
 - iii. Product (2 marks)
 - iv. Services (2 marks)
 - v. Market segmentation (2 marks)
- b) Differentiate between the push and pull promotional strategies. (4 marks)
- c) Explain the modern approach to marketing. (4 marks)
- d) Explore six (6) advantages of branding to manufacturers. (6 marks)
- e) Describe the three (3) tier structure of the fashion market. (6 marks)

QUESTION TWO (20 MARKS)

Explain to your classmates five (5) key factors that determine the nature of promotion.

QUESTION THREE (20 MARKS)

- a) You are representing your University in an international Fashion seminar. Describe ways in which fashion enterprises in Kenya strive to remain competitive. (10 marks)
- b) With appropriate examples, describe ten political factors that influence, textile and fashion industry. (10 marks)

QUESTION FOUR (20 MARKS)

You are presenting at a fashion seminar. Elaborate on the impact of technology on fashion marketing.

QUESTION FIVE (20 MARKS)

A team of fashion students are visiting your firm. Explain to them the nature of marketing giving appropriate examples in each case.