



MACHAKOS UNIVERSITY

University Examinations 2020/2021

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR FIRST SEMESTER EXAMINATION

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFD 404: SEMINAR IN CONTEMPORARY ISSUES IN TEXTILE INDUSTRY

DATE: 11/8/2021

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

This paper consists of **FIVE** questions.

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

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following;
- i) Seminar (2 marks)
 - ii) Visual aid (2 marks)
 - iii) Poster presentation (2 marks)
- b) Outline the purpose of seminars. (6 marks)
- c) Elaborate on four (4) types of seminars. (8 marks)
- d) You are about to present your research findings on a topic you were given to research on in the department in power point. Explain the caution you are expected to take in the use of the following visual aids to ensure a stress-free presentation:
- i) Fonts in power point. (2 marks)
 - ii) Embedded objects. (2 marks)
 - iii) Bullets. (2 marks)
 - iv) Slides (consistency). (2 marks)
 - v) Spell check. (2 marks)

QUESTION TWO (20 MARKS)

You have been invited to a neighboring school to give a talk on “Career opportunities in the fashion industry”. Explain ten (10) points that you should consider to ensure maximum communication in your verbal presentation to the desired audience.

QUESTION THREE (20 MARKS)

Unit HFM 404 has just been concluded with a topic titled “protective clothing used in Kenyan fashion industries”. After a market research, you are compiling a hard copy report on your research findings, in readiness for a 10-minute class presentation. Discuss the points you should consider, as you plan the structure of your presentation.

QUESTION FOUR (20 MARKS)

In this unit titled “seminar in contemporary issues in textile in industry”, you all participated in class presentations. Explore professional ethics that you were expected to adhere to as participants.

QUESTION FIVE (20 MARKS)

Critically assess the use of four (4) modes of seminar presentation that are used during presentations.