



MACHAKOS UNIVERSITY

University Examinations 2020/2021

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 303: ESSENTIALS OF FASHION MARKETING

DATE: 11/8/2021

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

This paper consists of **FIVE** questions.

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

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms:
 - (i) Exchange (2 marks)
 - (ii) Market segmentation (2 marks)
 - (iii) Product (2 marks)
- b) Differentiate advertising from publicity. (2 marks)
- c) Explain PEST analysis. (4 marks)
- d) Explain (2) two common discounts available in sales promotion. (4 marks)
- e) Highlight (4) four major roles of a marketing manager. (4 marks)
- f) State (5) five conditions that must be satisfied for an exchange to take place. (5 marks)
- g) Explain the modern approach to marketing. (5 marks)

QUESTION TWO (20 MARKS)

- a) Explain (3) four major pricing strategies available in the price marketing mix. (6 marks)
- b) Present a lecture on the extended Ps of marketing to an undergraduate class. (14 marks)

QUESTION THREE (20 MARKS)

Discuss with a colleague the impact of technology on fashion sector in Kenya.

QUESTION FOUR (20 MARKS)

Present to your marketing team (5) five key factors that determine the nature of promotion.

QUESTION FIVE (20 MARKS)

You are a focus group leader in your class:

- a) Explain (4) four major reasons for market segmentation. (8 marks)
- b) Present to an interview panel (6) six different categories under which fashion markets can be segmented (12 marks)