



# 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 307: FASHION MERCHANDISING**

**DATE: 13/8/2021**

**TIME: 2:00 – 4:00 PM**

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## **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) Differentiate between;
- i) Merchandise distribution and pricing merchandising. (4 marks)
  - ii) Price merchandise and Negotiating merchandise. (4 marks)
- b) Explain Four (4) methods that you can use to control merchandise shrinkage. (4 marks)
- c) Elaborate five (5) factors that determine the nature of promotional activities.(5 marks)
- d) Highlight five (5) key reasons why fashion forecasting is important for fashion making profit. (5 marks)
- e) Explain four (4) stages of fashion cycle. (8 marks)

## **QUESTION TWO (20 MARKS)**

- a) Present to an interview panel five (5) factors influencing pricing decisions.(10 marks)
- b) Elaborate to a team of visiting fashion design students the role of fashion buyers. (10 marks)

**QUESTION THREE (20 MARKS)**

As a fashion merchandiser dealing with apparel for children's;

- a) Describe five (5) criteria would you when analyzing supplier. (10 marks)
- b) Explain five (5) skills required by fashion merchandisers in order to complete well with other competitors. (10 marks)

**QUESTION FOUR (20 MARKS)**

Discuss with fashion merchandisers;

- a) Five (5) fashion buying techniques. (10 marks)
- b) Challenges faced when sourcing merchandise globally. (10 marks)

**QUESTION FIVE (20 MARKS)**

As a fashion merchandiser operating her own business describe to a team of fashion design students the five (5) elements of merchandising mix.