



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)

HFM 409: FASHION ACCESSORIES

DATE: 12/8/2021

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

This paper consists of five questions.

Answer Question 1 and any other two questions

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

QUESTION ONE (COMPULSORY) (20 MARKS)

- a) Using relevant examples, propose potential strategies for product differentiation in the following categories of apparel accessories for export:
- i) Footwear (5 marks)
 - ii) Headwear (5 marks)
- b) Define the following with specific reference to apparel accessories:
- i) Cosmetology (5 marks)
 - iii) Creative Industries (5 marks)

QUESTION TWO (15 MARKS)

Using specific references, elaborate on five (5) environmentally conscious strategies for the production, distribution and consumption for one (1) category of apparel accessories (e.g. jewellery, belts, shoes, headwear, bags, purses, or ties).

QUESTION THREE (15 MARKS)

Using specific reference to apparel accessories, describe five (5) ways in which the creative industry can make a positive socioeconomic impact in Kenya.

QUESTION FOUR (15 MARKS)

Using annotated illustrations, provide a detailed contextual thematic analysis of your semester-long project.

QUESTION FIVE (15 MARKS)

Elaborate on five (5) techniques for effective management and care of leather accessories in a residential environment.