



MACHAKOS UNIVERSITY

University Examinations 2022/2023 Academic Year

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:16/12/2022

TIME:8.30 – 10.30A.M

INSTRUCTIONS: Answer **QUESTION ONE** and any other **TWO QUESTIONS**

QUESTION ONE (30 MARKS)

- a) Define marketing. (2 marks)
- b) Explain four (4) elements of modern concept of marketing (8 marks)
- c) Using appropriate examples, distinguish between domestic marketing and international marketing. (2 marks)
- d) Explain reasons businesses enter international markets. (8 marks)
- e) Describe five (5) attributes of a market segment. (10 marks)

QUESTION TWO (20MARKS)

You have been appointed as a marketing manager of a fashion business, explain your four (4) key roles

QUESTION THREE (20MARKS)

You have a fashion enterprise that is up and running, discuss EIGHT reasons why marketing is important to your business.

QUESTION FOUR (20MARKS)

To sell fashion products to the target customer, businesses must apply the marketing mix. Discuss.

QUESTION FIVE (20MARKS)

Explore five (5) key reasons why fashion forecasting is important for a profit-making fashion business.