



MACHAKOS UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE IN
BACHELOR OF SCIENCE FASHION DESIGN AND MARKETING**

HFM 306 FASHION PRODUCT DEVELOPMENT

Date:

Time: 2 Hours

INSTRUCTIONS:

- i) This paper consists of FIVE questions.*
- ii) Answer Question 1 and any other two questions.*
- iii) Question 1=20 marks*
- iv) Question 2 to 5=15 marks each*

Question 1

- a) Identify three (3) Categories of product attractiveness achieved by styling **(3 marks)**
- b) Elaborate on three (3) factors that determine Success and failure in news products **(3 marks)**
- c) State TWO factors to consider when sourcing for fabrics/trims **(4 Marks)**
- d) Devise a list of five (5) questions a fashion designer should answer prior to developing a new fashion product **(5 Marks)**
- e) State any five (5) factors to be considered in costing a fashion product that has been developed **(5 Marks)**

Question 2

An accessory design manufacturer wants to develop a handbag collection line for women. Recommend steps for developing this product until it reaches the intended consumer **(15 Marks)**

Question 3

Tracy works for apparel manufacture company that sells clothes internationally. Explain how she can generate style and trend report for a season **(15 marks)**

Question 4

You have been commissioned to carry out a market research for a famous fashion house in town. Discuss the types of market segments by shopper group that you may apply **(15 marks)**

Question 5

Discuss the role of computers in fashion product development **(15 Marks).**