



Machakos University

UNIVERSITY EXAMINATIONS 2022/2023

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE

DEPARTMENT OF FASHION DESIGN AND MARKETING

REGULAR EXAM

THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR
OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 307: FASHION MERCHANDISING

DATE: _____

TIME: 2 HOURS

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 (30 MARKS)

1. (a) Differentiate between two (2) approaches to negotiation that fashion buyers can adopt. (4marks)
- b) Explain four (4) skills needed by fashion merchandisers (6 marks)
- c) Explain six (6) main activities of fashion merchandising. (6 marks)
- e) Elaborate six (6) sources of information that fashion merchandisers can consult when estimating demand. (6 marks)
- f) Five (5) reasons for mark-downs in a fashion store. (10 marks)

QUESTION TWO (20 MARKS)

Q.2 Explore with a team of fashion merchandisers five (5) factors that influence behavior of consumers of fashion product and services. (20 Marks)

QUESTION THREE (20 MARKS)

Q.3 You have been hired as a buyer by a fashion house dealing with fashion apparels. Explain five (5) criteria would you use when analyzing pricing decision. (20 marks)

QUESTION FOUR (20 MARKS)

Q.4 Explain to a classmate five (5) key reasons why fashion forecasting is important for fashion making profit. (20 marks)

QUESTION FIVE (20 MARKS)

Q.5 With the aid of illustrations, discuss the stages of fashion cycle. (20 Marks)