



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR SECOND SEMESTER EXAMINATION

DIPLOMA IN FASHION DESIGN AND MARKETING

FDD 206: FASHION MARKETING AND MERCHANDIZING

DATE: 14/12/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer question and any other two questions

1. a) Define the following
i) Marketing (8 marks)
ii) A fad (4 marks)
iii) Fashion cycle (5 marks)
iv) merchandising (4 marks)
- b) Differentiate between advertising and publicity (4 marks)
- c) Highlight five (5) importance of merchandising (5 marks)
- d) Outline the major four (4) P's of marketing (4 marks)
- e) State five (5) roles of marketing manager (5 marks)
- f) Briefly explain four (4) importance of carrying a market research (4 marks)
2. a) As a fashion marketing manager, discuss with the marketing team the promotional mix. (12 marks)
- b) Briefly explain two (2) modes of differentiation (8 marks)
3. As a professional marketer you have been invited by an upcoming fashion firm in Machakos County to speak on the following. Prepare your speech on
i) Importance of segmentation (10 marks)
ii) Criteria used for segmentation (10 marks)

4. a) Every product has a life cycle as a fashion designer describe the five (5) stages of a fashion cycle (20 marks)
5. a) Merchandising consist of various merchandizer. Briefly explain the task of a retail merchandiser. (10 marks)
- b) Explain the difference between merchandising and marketing (10 marks)