



# MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN FASHION  
DESIGN AND MARKETING

FDD 208: COMPUTER AIDED DESIGN

**DATE: 3/8/2017**

**TIME: 8:30 – 10:30 AM**

## INSTRUCTIONS

*This paper consists of five questions*

*Answer question one and any other Two questions*

## QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms:
  - i) Interactive marketing
  - ii) E-commerce.
  - iii) specification sheet (6 marks)
- b) Highlight the main types of production system? (3 marks)
- c) Name four (4) Raster based programs. (4 marks)
- d) State five (5) interactive marketing strategies. (5 marks)
- e) State five categories of tools used in adobe illustrator. (5 marks)
- f) State four (4) drivers of e-commerce? (4 marks)
- g) List three (3) storage devices that a designer can use for future presentation. (3 marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss five (5) important factors that enhance social media business marketing. (10 marks)
- b) Discuss five (5) advantages of CAD designs over the traditional hand sketching. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Describe two types of computer software. (10 marks)
- b) Explain the procedure a designer will use for a new design presentation. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) The computer comprises of different devices which are divided according to their functions. State and describe any two (2) computer devices, citing two examples for each. (10 marks)
- b) Highlight five (5) factors that make a website the central element of any online marketing strategy? (10 marks)

**QUESTION FIVE (20 MARKS)**

Mr. SGR has given you an order for a straight skirt. He requires batches of 60 skirts each, in royal blue, luminous green and hot pink, in small, medium and large sizes. He wants the order within 3 weeks, delivered to him at his shop, along Fuata Njia Avenue, packed in carton boxes per colour. Using medium weight cotton fabric. Write a specification sheet for this order. Assuming the order has been placed today. (20 marks)