



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

CERTIFICATE IN FASHION DESIGN AND MARKETING

HFM 009: PRODUCT DEVELOPMENT AND MARKETING

DATE: 30/4/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

- i) *The paper has five questions*
- ii) *Answer Questions 1 and any other TWO questions*

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms
 - i) Brand (2 marks)
 - ii) Market Research (2 marks)
 - iii) Innovation (2 marks)
 - iv) Product (2 marks)
 - v) Product development (2 marks)
- b) Distinguish between product line and product mix (6 marks)
- c) Highlight the 4 Ps of marketing (4 marks)
- d) Outline four external factors that influence consumer to buy a product (4 marks)
- e) Briefly explain product development strategy (3 marks)
- f) Highlight three components of a brand (3 marks)

QUESTION TWO (20 MARKS)

Discuss ten selection factors that consumers look for in fashion.

QUESTION THREE (20 MARKS)

Marketers are continually faced with making decision of introducing new product into the market. Explain the process involved in new product development.

QUESTION FOUR (20 MARKS)

Fashion trends come and go. Describe four stages of product life cycle

QUESTION FIVE (20 MARKS)

Markets are composed of many buyers with different needs, attitudes and characteristics. Explain three methods of segmenting markets