



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)

University Examinations 2015/2016

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE IN
FASHION DESIGN AND MARKETING

HFD 200: SOCIAL CULTURAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

Date: 4/8/2016

Time:

INSTRUCTIONS:

Question one is Compulsory. Answer any Other Two Questions

- a) Define the following terms as used in social cultural and psychological aspects of clothing (10 marks)
- Role
 - Modesty
 - Dress
 - Appearance
 - Adornment
- b) Clothes are important in the development of self-concept to individuals. Explain this statement giving examples. (5 marks)
- c) Explain 5 (five) factors in society that accelerate resistance to fashion change thus inhibiting its spread. (5 marks)
- d) Referring to historical and cultural influences on fashion choices, explain possible reasons Kenya does not have a national dress (5 marks)
- e) Using examples explain how dress is utilized to communicate status. (5 marks)

2. Describe the factors that have motivated fashions at the close of the 20th Century
(20 marks)
3. Fashion is often referred to as a process. Explain agents that result in its change, supporting your answers with examples from the Kenyan outlook. (20 marks)
4. Giving accurate examples, describe the social class, government and religious aspects of the sociological functions of dress. (20 marks)
5. Discuss the key elements of the intrinsic functions of dress. Support your answers with suitable examples. (20 marks)