



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

SECOND SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE IN

FASHION DESIGN AND MARKETING

HFD 312: FASHION MARKETING I

Date: 9/8/2016

Time: 2:00 – 4:00 PM

INSTRUCTIONS:

- *This paper consists of FIVE questions.*
- *Answer question one and any other two questions in this paper.*

1. a) Outline 3 (three) after-sales activities important to any firm (6 marks)
- b) Explain any 3 (three) stages of the adoption process (6 marks)
- c) Briefly elaborate on 2 (two) aspects of sales-oriented goals in pricing objectives (4 marks)
- d) State 3 (three) characteristics of the following marketing eras
 - i) Sales era (3 marks)
 - ii) Production era (3 marks)
- e) With an example in each case briefly explain the following goods
 - i) Shopping (2 marks)
 - ii) Raw materials (2 marks)
 - iii) Installations (2 marks)
 - iv) Convenience (2 marks)

2. Firms respond/react to changes and pressure in the domestic business environment to go international. Discuss the statement (20 marks)
3. Explain to your marketing staff 5 (five) advantages and 5 (five) disadvantages of advertising the retail store in the Internet (20 marks)
4. The overall health of the economy influences how much consumers spend and what they buy. Elaborate on the statement in detail (20 marks)
5. As marketing has gained acceptance as a generic activity, its application has broadened far beyond its traditional boundaries. Critically analyze the statement (20 marks)