



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 DIPLOMA IN FASHION DESIGN AND
MARKETING

FDD 101: INTRODUCTION TO FASHION DESIGN

Date: 1/8/2016

Time:

INSTRUCTIONS:

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

1. a) Define the following terms
 - i) Balance
 - ii) Applique
 - iii) Swatch
 - iv) Designer
 - v) Accessories
 - vi) Applied design (6 marks)
- b) State and explain **4(four)** tools and equipment used in fashion design. (4 marks)
- c)
 - i) Sketch two types of necklines. (2 marks)
 - ii) Giving examples explain the following elements of design
 - (a) Line (2 marks)
 - (b) Color (2 marks)

- d) Differentiate between balance and proportion as principles of design
- i) Balance (2 marks)
 - ii) Proportion (2 marks)
- e) Highlight 6(six) duties of a fashion designer (6 marks)
- f) Sketch the back view of an outfit to show the following garment details
- i) Shirt sleeves
 - ii) Patch pockets
 - iii) Box pleats
 - iv) Eton colla (4 marks)
2. a) Sketch 6(six) different types of collars (6 marks)
- b) Discuss (7) seven ways in which clothes may be used to give information regarding the wearer. (14 marks)
3. a) With the aid of illustrations sketch four types of lines. (4 marks)
- b) Describe 8(eight) points to consider when choosing colors for a given occasion (16 marks)
4. a) giving examples differentiate between primary and secondary colors. (4 marks)
- b) With the aid of the diagram, show the relationship of colors on the color wheel (16 marks)
5. a) Explain 4(four) sources of fashion inspiration (8marks)
- b) Sketch a female figure in a pose to incorporate the following
- i. Oval face with a tilted hat
 - ii. Sweetheart neckline
 - iii. Decorative buttons
 - iv. Bound pockets
 - v. Sleeve gathered into a cuff
 - vi. Front yoke (12 marks)



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SECOND SEMESTER EXAMINATION FOR DIPLOMA IN FASHION DESIGN AND MARKETING

UCU012: ENTREPRENEURSHIP

Date: 12/8/2016

Time: 8:30 – 10:30 AM

1. a) Briefly explain the following terms giving examples where necessary
 - i) Entrepreneurial skills (2 marks)
 - ii) Managerial skills (2 marks)
 - iii) Technical skills (2 marks)
 - iv) Long term capital (2 marks)
- b)
 - i) Define business opportunity (2 marks)
 - ii) Highlight three advantages and three disadvantages of self-employment (6 marks)
- c) Being an entrepreneur there are primary types of capital you are likely to arrange for highlight three of these capital. (6 marks)
- d) State four ways in which one can become an entrepreneur. (8 marks)

2. Discuss various ways that an entrepreneur could contribute to national development (20 marks)
3. a) Define business environment. (2 marks)
b) Discuss nine factors to consider when evaluating business environment (18 marks)
4. a) In any business environment, competition is inevitable. Analyze six crucial factors that can help one cope with competition. (12 marks)
b) Explain four factors that influence change (8 marks)
5. a) Define decision making (2 marks)
b) Discuss six positive and six negative aspects of group decision making (18 marks)