



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 206: MARKETING AND MERCHANDISING SKILLS

Date: 11/8/2016

Time: 2:00 – 4:00 PM

INSTRUCTIONS TO THE CANDIDATE.

1. Question one is compulsory and it carries 30 marks
2. Answer any other two questions, each carries 20 marks.

1. (a) Marketing and merchandising lead fashion designers to have a business concept of the fashion industry and career opportunities. Define the following terms as used in marketing and merchandising.
 - i) Market Research. (2 marks)
 - ii) Fashion Design. (2 marks)
 - iii) Fashion Marketing. (2 marks)
 - iv) Fashion Retail Performance. (2 marks)
 - v) Merchandising. (2 marks)
- (b) Explain the importance of the following.
 - i) Marketing. (6 marks)
 - ii) Merchandising. (6 marks)

- (c) Discuss the concept of market in fashion design. Relate your answer to:
- i) Market research. (4 marks)
 - ii) Fashion cycle. (4 marks)
2. (a) Discuss the elements of market mix, basing your answer on the 7 P's. (14 marks)
- (b) Differentiate between marketing and merchandising. (6 marks)
3. (a) Explain the stages of fashion cycle as used in fashion industry. (10 marks)
- (b) Discuss the length of the fashion movement cycle. (10 marks)
4. (a) Discuss the role played by fashion shows in fashion marketing and merchandising. (10 marks)
- (b) State the factors that affect the environment of fashion marketing and merchandising. (10 marks)
5. Explain the merchandising policies that are expected to be followed to make an organization store win the interest of the target customers. (20 marks)