



MACHAKOS UNIVERSITY

University Examinations 2022/2023 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOUR YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 408: ADVANCED FASHION MARKETING

DATE:14/12/2022

TIME: 11:00 – 1:00P.M

INSTRUCTIONS: Answer **QUESTION ONE** and any other **TWO QUESTIONS**

QUESTION ONE (30 MARKS)

- a) Explain three (3) structures of fashion market. (3 marks)
- b) Differentiate between two (2) approaches to negotiation that fashion buyers can adopt. (4 marks)
- c) Describe four (4) types of consumers buying behavior. (4 marks)
- d) Explain five (5) demerits of multiple vendors (5 marks)
- e) Explain six (6) reasons why the promotional mix is used in the fashion industry. (6 marks)
- f) Elaborate four (4) factors that make fashion merchandising more difficult than merchandising of non-fashion merchandise. (8 marks)

QUESTION TWO (20 MARKS)

Discuss with a team of fashion merchandisers five (5) elements that fashion merchandisers should include in a fashion merchandising mix.

QUESTION THREE (20 MARKS)

- a) You are presenting at a seminar, discuss the limitations of relying on a single Supplier for fashion merchandise. (10 marks)
- b) You have been hired as a buyer by a fashion house dealing with apparel for ladies. Explain five (5) criteria would you use when analyzing pricing decision. (10 marks)

QUESTION FOUR (20 MARKS)

Discuss the nature of marketing with visiting students from Kenyatta University.

QUESTION FIVE (20 MARKS)

Discuss with a team of fashion students five (5) factors that influence behavior of consumers of fashion products and services.