



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 200: SOCIO-CULTURAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

DATE:

TIME:

INSTRUCTIONS:

- i) *This paper consists of **five** questions.*
- ii) *Answer Question 1 and any other **two** questions.*
- iii) *Question 1=30 marks*
- iv) *Question 2 to 5=20 marks each*

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms;
 - i) Fashion Systems Model (2 marks)
 - ii) Populist Model (2 marks)
- b) Explain the following theories of fashion;
 - i) Trickle Across (3 marks)
 - ii) Trickle Up (3 marks)
 - iii) Rubbish Theory (3 marks)
- c) Highlight **four (4)** psychological factors affecting selection of clothing (4 marks)
- d) Elaborate on any **four (4)** impacts of cultural changes on the Maasai Shuka (4 marks)
- e) Discuss **three (3)** types of fashion based on cycle length; (9 marks)

QUESTION TWO (20 MARKS)

Historically, fashion is related to an individual's personality. Analyse **four (4)** different fashion personalities in regard to our clothing choices.

QUESTION THREE (20 MARKS)

Fashion is either consciously or unconsciously used as a means of identification. Explore **five (5)** situations under which clothes act as a means of identification.

QUESTION FOUR (20 MARKS)

Fashion spreads and is adopted by the different classes of people in different ways. Discuss the **three (3)** theories of fashion adoption.

QUESTION FIVE (20 MARKS)

An elderly client has hired you as his personal shopper to help in shopping for his clothing. Discuss any **ten (10)** factors you would consider in selecting his clothing.