



MACHAKOS UNIVERSITY

University Examinations 2022/2023 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR SECOND SEMESTER REGULAR EXAMINATIONS FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 302: CREATIVE PROFESSIONAL PRACTICE

DATE:15/12/2022

TIME: 2:00 – 4:00P.M

INSTRUCTIONS

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

QUESTION ONE (30 MARKS)

- a) Define the following terms:
- (i) Professionalism
 - (ii) Copyright
 - (iii) Professional conduct
 - (iv) Remuneration
 - (v) Employee Relationship Management (10 marks)
- b) Describe five skills that you need to have as a professional designer (10 marks)
- c) Discuss some qualities a designer must have to thrive in the business practice of fashion (10 marks)

QUESTION TWO (20 MARKS)

As a young practitioner who has just graduated. Describe the design strategies that you will apply in order to rise above your competitors.

QUESTION THREE (20 MARKS)

Communication is key amongst colleagues and management. Discuss common barriers to effective communication

QUESTION FOUR (20 MARKS)

Business practice relies on the confidence of the client. Discuss ways of maintaining a positive relationship with the client

QUESTION FIVE (20 MARKS)

An agreement is a binding contract between two parties. Discuss ten clauses that are essential in any agreement