



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

DIPLOMA IN FASHION DESIGN AND MARKETING

HFM 055: THE FASHION INDUSTRY IN KENYA

DATE: 3/12/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (20 MARKS)

- a) Define the following terms.
 - i. Fashion
 - ii. Technology
 - iii. Stylist
 - iv. Blogger
 - v. Raw material (10 marks)
- b) Highlight four types of raw materials used in making accessories. (4 marks)
- c) Briefly explain any two methods of producing fabric in Kenya. (4 marks)
- d) Briefly describe any three retting methods. (6 marks)
- e) Outline six challenges facing the fashion industry in Kenya. (6 marks)

QUESTION TWO (20 MARKS)

- a) The fashion industry has evolved over the last ten years. Highlight at least SIX (6) changes that are evident in the current fashion industry in Kenya (12 marks)
- b) Explain how the media is used to promote fashion. Cite four examples (8 marks)

QUESTION THREE (20 MARKS)

- a) Every sector in Kenya should contribute to national development. Discuss FIVE (5) ways through which the fashion industry in Kenya contributes to the country's economic growth (10 marks)
- b) Explain EPZ's contribution to the fashion industry in Kenya. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Present a talk to fashion students in Machakos University on any TEN (10) careers associated with fashion industry in Kenya. (10 marks)
- b) Describe FIVE (5) attributes of a fashionable product (10 marks)

QUESTION FIVE (20 MARKS)

- a) Technology is the way to go in the 20th century. Discuss SIX (6) types of technology that has been embraced in the fashion industry. (12 marks)
- b) In the late 1980's the clothing industry was experiencing a steady decline. Explain FOUR (4) factors that may have led to this decline. (8 marks)