



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING
HEM 200: SOCIO-CULTURAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING**

DATE: 6/5/2019

TIME: 11:00 – 1:00 PM

INSTRUCTIONS:

Question **ONE** is compulsory and any other **TWO** questions

QUESTION ONE (COMPULSORY) (20 MARKS)

- a) Explain any **THREE** non-verbal messages communicated by a dress code (6 marks)
- b) Describe the following traditional dresses (6 marks)
 - i) Kimono
 - ii) Klomp
 - iii) Tracht
- c) Briefly explain the **TWO** main classifications of dress and give an example in each case (4 marks)
- d) Briefly discuss the **TWO** major movements in the 1960's that shaped the fashion trend (4 marks)

QUESTION TWO (15 MARKS)

You have been posted to work in the interior of Kajiado County. Discuss **FIVE** factors that will influence your wardrobe planning.

QUESTION THREE (15 MARKS)

Current fashion trends are inspired by some cultural philosophies. Discuss any **THREE** cultural influences behind today's fashion trends

QUESTION FOUR (15 MARKS)

You are in a boutique to purchase new clothes. Explain any **FIVE** social factors that will influence your clothing selection.

QUESTION FIVE (15 MARKS)

You are planning to relocate to Garissa County. Describe any **THREE** psychological components that may influence your choice of clothing.