



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF FASHION DESIGN AND MARKETING
THIRD YEAR SUPPLEMENTARY /SPECIAL EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING**

HFM 306 FASHION PRODUCT DEVELOPMENT

DATE: 9/3/2023

TIME: 8.30 – 10.30 AM

INSTRUCTIONS:

- i) This paper consists of FIVE questions.*
- ii) Answer Question 1 and any other two questions.*
- iii) Question 1=20 marks*
- iv) Question 2 to 5=15 marks each*

QUESTION ONE

- a) Explain the following terms.
 - i. Product design. (2 Marks)
 - ii. Fashion trend analysis. (2 Marks)
 - iii. Product analysis. (2 Marks)
- b) State TWO (2) factors to consider when sourcing for fabrics/trims. (4 Marks)
- c) Write down at least EIGHT (8) specifications to give when ordering for a zipper. (4 Marks)
- d) Give SIX reasons why fashion designers are constantly developing new products. (6 Marks)

QUESTION 2

- a) David intends to sell his jean trouser collection he developed as one of his projects for undergraduate assessment. Describe the factors he should consider in setting a price for his products. (5 Marks)

- b) Create a technical flat sketch of the product. (5 Marks)
- c) Display a tech pack of the product sample above. (5 Marks)

QUESTION THREE

Technology has improved the way we create our designs and more manufacturing companies are embracing technology in different ways. Discuss the role of computers in fashion product development. (15 Marks)

QUESTION FOUR

Quality is essential at each stage of a fashion product development. Describe the quality control measures that occur throughout the development of a fashion product. (15 Marks)

QUESTION FIVE

Fashion trends are styling ideas that major collections have in common. Elaborate on the influence of Trends in Society on fashion product Design development. (15 Marks)