



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 409: FASHION MARKETING II

DATE:10/12/2019

TIME: 8.30-10.30 AM

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## INSTRUCTIONS:

This paper consists of **FIVE** questions.

Answer question **One (1)** and any other **Two (2)** questions in this paper

**Question 1 - 30 Marks**

**Question 2 -5 - 20 Marks Each**

### QUESTION ONE (30 MARKS)

- a) Define the following terms
  - i. Marketing segmentations (2 marks)
  - ii. Product (2 marks)
  - iii. Behavioral segmentation (2 marks)
  - iv. Fashion marketing (2 marks)
  - v. Branding (2 marks)
- b) Explain five (5) responsibilities of a fashion marketer (5 marks)
- c) Highlight five functions of a distribution channel in a clothing firm (5 marks)
- d) Elaborate five (5) concepts of non-price competition of competitors (5 marks)
- e) Identify five (5) advantages of branding (5 marks)

### QUESTION TWO (20 MARKS)

- a) Describe five (5) strategies a fashion marketer would adopt when marketing products (10 marks)
- b) Discuss three (3) advantages and two (2) disadvantages of blogging as a marketing strategy (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Consumer buying behavior is influenced by various factors, identify the main types of reference groups which influence type and choice of consumer clothing. (10 marks)
- b) Present to an interview panel five (5) ways in which a clothing manufacturer can produce apparel via a sub-contractor. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) As a marketing manager explain five (5) causes of structural change you would do in fashion and textile industry (10 marks)
- b) Describe five (5) major decisions that a market has to take into consideration when creating strong and powerful brands. (10 marks)

**QUESTION FIVE (20 MARKS)**

Present to an interview panel;

- a) Five (5) technological factors affecting the fashion and textile industry (10 marks)
- b) Five (5) political factors affecting the fashion and textile industry (10 marks)