



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 201: ETHICAL AND SUSTAINABLE FASHION DESIGN

DATE: 2/12/2019

TIME: 11.00-1.00 PM

INSTRUCTIONS:

This paper consists of **FIVE** questions.

Answer **Question 1** and any other **TWO** questions

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

QUESTION ONE (15 MARKS)

- a) Outline five (5) environmental benefits of adopting sustainable fashion (5 marks)
- b) Provide five (5) reasons craftsmanship of fashion products is considered eco-friendly (5 marks)
- c) Define a social innovation business model and support the definition with two (2) examples (5 marks)
- d) Explore five (5) challenges faced by workers in apparel manufacturing firms (5 marks)

QUESTION TWO (15 MARKS)

As a facilitator in a seminar hosted for fashion designers explain the concept of designers sustainability. Support your explanation with examples

QUESTION THREE (15 MARKS)

Describe using illustrations how you shall adopt the following in a sustainable fashion collection

- a) Up-cycle (5 marks)
- b) Bamboo knitting yarns (5 marks)
- c) Re-style (5 marks)

QUESTION FOUR (15 MARKS)

Discuss with your business partner five (5) approaches your fashion house shall implement to make the work place fit for human beings

QUESTION FIVE (15 MARKS)

Working with your design team create a collection of three (3) reversible apparel types. Use descriptions and illustrations