



MACHAKOS UNIVERSITY

University Examinations 2016/2017

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 405: SEMINAR IN CONTEMPORARY ISSUES IN TEXTILE INDUSTRY

DATE: 26/7/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

This paper consists of five questions.

Answer Question ONE and any other two questions

Question ONE carries 30 marks

Question 2-5 carry 20 marks each

1.
 - a) Outline five (5) characteristics of eco-fashion apparel (5 marks)
 - b) Explain three (3) ways in which technology is shaping the fashion industry in the current time. (6 marks)
 - c) Provide five (5) measures the fashion industry helps to reduce poverty in developing countries (5 marks)
 - d) Propose six (6) approaches fashion designers may employ to help in the attainment of United Nations *Sustainable Development Goal* number 5: Achieve gender equity and empower all women and girls (6 marks)
 - e) Describe four (4) sustainable marketing techniques for fashion designers. (8 marks)
2. Elaborate to Members of Parliament how politics influences fashion. (20 marks)
3. Make a presentation to the Ministry of Commerce officials about economic issues and possible solutions of fashion retailing. (20 marks)

4. Explain to a group of fashion design students the environmental and human Impact of the following textile fibres,
- i) Wool
 - ii) Nylon
 - iii) Cotton
 - iv) Rayon (20 marks)
5. Explore with fashion designers in a workshop the psychological aspects of fashion (20 marks)