



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN

**THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING
HFD 302: SURVEY OF TEXTILE AND CLOTHING INDUSTRY**

DATE: 23/9/2019

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=30 marks*
- iv) Question 2 to 5=20 marks each*

1.
 - a) List four (4) challenges facing the leather sector in Kenya [4 marks]
 - b) Cite four (4) intellectual property protection related to the fashion industry [4 marks]
 - c) State four (4) advantages of digital printing used in the textile industry [4 marks]
 - d) Highlight five (5) sources of inspiration for Kenyan fashion designers [5 marks]
 - e) Explain five (5) features of 'green textiles' [5 marks]
 - f) Outline four (4) enablers the Government of Kenya has initiated in the textile and apparel industry [8 marks]
2. Explain to visiting students the textile manufacturing processes your firm engages in [20 marks]
3. Discuss with your business partner how you shall operate your fashion design firm as a social enterprise [20 marks]
4. Prepare a conference paper on five (5) key problems facing the fashion industry in Kenya [20 marks]
5. Elaborate on five (5) measures the Government of Kenya should take to grow the leather sector [20 marks]