



MACHAKOS UNIVERSITY

University Examinations 2022/2023 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 307: FASHION MERCHANDISING

DATE:19/12/2022

TIME:8.30 – 10.30A.M

INSTRUCTIONS

Answer **QUESTION ONE** and any other **TWO QUESTIONS**

QUESTION ONE (30 MARKS)

- a) Differentiate between two (2) approaches to negotiation that fashion buyers can adopt. (4marks)
- b) Explain four (4) skills needed by fashion merchandisers (4 marks)
- c) Explain six (6) main activities of fashion merchandising. (6 marks)
- d) Elaborate six (6) sources of information that fashion merchandisers can consult when estimating demand. (6 marks)
- e) Give (5) reasons for mark-downs in a fashion store. (10 marks)

QUESTION TWO (20 MARKS)

Explore with a team of fashion merchandisers five (5) factors that influence behavior of consumers of fashion product and services.

QUESTION THREE (20 MARKS)

You have been hired as a buyer by a fashion house dealing with fashion apparels. Explain five (5) criteria would you use when analyzing pricing decision.

QUESTION FOUR (20 MARKS)

Explain to a classmate five (5) key reasons why fashion forecasting is important for fashion making profit

QUESTION FIVE (20 MARKS)

With the aid of illustrations, discuss the stages of fashion cycle.