



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE IN FASHION DESIGN AND MARKETING**

HFD 312: FASHION MARKETING I

DATE: 2/8/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

This paper consists of five questions.

Answer Question 1 and any other two questions

Question ONE carries 30 marks

Question 2-5 carry 20 marks each

1. a) Using appropriate fashion examples define the following terms
 - i) Marketing concept (2 marks)
 - ii) Market segmentation (2 marks)
 - iii) Product (2 marks)
 - iv) Services (2 marks)
 - v) Customer value (2 marks)
- b) State four (4) major reasons for market segmentation (4 marks)
- c) Differentiate between push and pull promotional strategies. (4 marks)
- d) Give six (6) ways in which a fashion enterprise can remain competitive. (6 marks)
- e) Briefly describe the three (3) tier structure of the fashion market. (6 marks)
2. As the manager in a fashion firm, explain the nature and scope of marketing to a fashion design student on industrial attachment. (20 marks)
3. You are representing your company in a seminar for fashion students. With the aid of a conceptual framework, explain to the students the 4Ps of marketing. (20 marks)

4. Major fashion firms in Nairobi are embracing technology for marketing their products. Discuss how technology has impacted on their businesses. (20 marks)
5. a) A fashion house is launching new products into the market. Highlight five (5) factors that will determine the nature of promotional activities to be used. (10 marks)
- b) Advise the fashion house on five (5) strategies that can be adopted when setting prices for their new products (10 marks)