



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF FASHION DESIGN AND MARKETING
THIRD YEAR SUPPLEMENTARY /SPECIAL EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING**

HFM 302: CREATIVE PROFESSIONAL PRACTICE

DATE: 6/3/2023

TIME: 2.00 – 4.00 PM

Instructions

*This paper consists of **FIVE QUESTIONS***

*Question **one** is **compulsory** and carries 30 marks*

*Answer any **two** questions with 20 marks each*

QUESTION ONE (30 MARKS)

- (a) Define the following terms:
 - (i) Creative practice (2 marks)
 - (ii) Ethics (2 marks)
 - (iii) Professionalism (2 marks)
 - (iv) Team management (2 marks)
 - (v) Agreement (2 marks)
- (b) List five things that you need to adopt to enhance communication by phone calls. (10 marks)
- (c) Describe the responsibility of the designer to the environment (10marks)

QUESTION TWO (20 MARKS)

Team management is mandatory for project management. Discuss the process of team management (20 marks)

QUESTION THREE (20 MARKS)

A business strategy is an outline of the actions and decisions a company plans to take to reach its goals and objectives. After running a business empire for ten years give a talk on the advantages of having a business strategy (20 marks)

QUESTION FOUR (20 MARKS)

A colleague encounters an angry customer at work. Discuss the non-verbal cues of communication the designer should have observed to evade conflict. (20 marks)

QUESTION FIVE (20 MARKS)

As a lecturer give a talk to fashion design students going for internship on the importance of owning a winning portfolio. Discuss the elements in a portfolio. (20 marks)