



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 302: SURVEY OF TEXTILE AND CLOTHING INDUSTRY

DATE: 15/4/2019

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*

QUESTION ONE (COMPULSORY) (30 MARKS)

- 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)

QUESTION TWO (20 MARKS)

Explain to visiting students the textile manufacturing processes your firm engages in.

QUESTION THREE (20 MARKS)

Discuss with your business partner how you shall operate your fashion design firm as a social enterprise

QUESTION FOUR (20 MARKS)

Prepare a conference paper on five (5) key problems facing the fashion industry in Kenya

QUESTION FIVE (20 MARKS)

Elaborate on five (5) measures the Government of Kenya should take to grow the leather sector