



MACHAKOS UNIVERSITY

University Examinations 2023/2024 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

ADF 104: INTRODUCTION TO FASHION DESIGN

DATE:

TIME:

INSTRUCTIONS

This paper consists of **FIVE** questions.

Answer **Question 1** and any other **TWO** questions

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms (4 marks)
 - i. Fashion design
 - ii. Catwalk
- b) Compare and contrast the male and female figure (6 marks)
- c) Research provides the starting point for any collection. Explain any 5 areas you would need to research on in order to create your collection (10 marks)
- d) Jades Collections recently came up with a new style of palazzo pants. Elaborate the stages these pants are likely to go through in the market. (10 marks)

QUESTION TWO (20 MARKS)

You have just landed your first job as a fashion designer in a major fashion establishment. Describe your roles and responsibilities.

QUESTION THREE (20 MARKS)

Describe 5 methods of pattern making indicating the merits and demerits of each.

QUESTION FOUR (20 MARKS)

Describe the use of digital applications in fashion design under the following categories giving three examples of each. (20marks)

- i. Design
- ii. Marketing
- iii. Manufacturing
- iv. Product development
- v. Inspiration

QUESTION FIVE (20 MARKS)

Give a talk on the process of fashion adoption.