



MACHAKOS UNIVERSITY
University Examinations 2023/2024 Academic Year
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF FASHION DESIGN AND MARKETING
THIRD YEAR FIRST SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)
HFM 307: FASHION MERCHANDISING AND RETAILING

DATE:

TIME:

INSTRUCTIONS

This paper consists of **FIVE** questions.

Answer **Question 1** and any other **TWO** questions in Section B

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

SECTION A

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms (10 marks)
- i. Fashion
 - ii. Trend
 - iii. Fashion merchandising
 - iv. Fashion forecasting
 - v. Anti fashion
- b) Explain the process of developing a product line in the fashion industry. (10 marks)
- c) List 10 merchandising tasks. (10 marks)

SECTION B

QUESTION TWO (20 MARKS)

You are attending the Digital Technology Week Conference. Prepare a presentation discussing the technological advancements in fashion merchandising.

QUESTION THREE (20 MARKS)

Discuss the four trends in fashion merchandising.

QUESTION FOUR (20 MARKS)

Victoria Beckham Fashion company has been experiencing stock losses. Advice on five (5) methods that fashion merchandisers in the company can use to control these losses.

QUESTION FIVE (20 MARKS)

You are ready to start a fashion retail business, discuss the 5Rs of fashion merchandising that you would need to put into consideration.