



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

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

HFM 200: SOCIO-CULTURAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

DATE: 6/3/2023

TIME: 2.00 – 4.00 PM

INSTRUCTIONS:

- i) *This paper consists of **five** questions.*
- ii) *Answer Question 1 and any other **two** questions.*
- iii) *Question 1=20 marks*
- iv) *Question 2 to 5=15 marks each*

QUESTION ONE

- a) Elaborate on the trendy fashion personality **(3 marks)**
- b) Highlight **four (4)** psychological factors affecting selection of clothing **(4 marks)**
- c) Elaborate on any **four (4)** impacts of cultural changes on the Maasai Shuka **(4 marks)**
- d) Discuss **three (3)** types of fashion based on cycle length **(9 marks)**

QUESTION TWO

An elderly client has hired you as his personal shopper to help in shopping for his clothing. Discuss any **ten (10)** factors you would consider in selecting his clothing. **(15 marks)**

QUESTION THREE

Fashion is either consciously or unconsciously used as a means of identification. Explore **five (5)** situations under which clothes act as a means of identification. **(15marks)**

QUESTION FOUR

Fashion spreads and is adopted by the different classes of people in different ways. Discuss the **three (3)** theories of fashion adoption. **(15marks)**

QUESTION FIVE

Historically, fashion is related to an individual's personality. Analyse **three (3)** different fashion personalities in regard to our clothing choices. **(15marks)**