



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE
IN FASHION DESIGN AND MARKETING.**

HFD 409: FASHION MARKETING II

DATE : 1/8/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

This paper consist of five question.

Answer question one and any other two questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Outline the nature of marketing. (5 marks)
- b) Explain five (5) concepts of non-price competition of competitors. (5 marks)
- c) Identify any five responsibilities that a successful fashion merchandiser must observe at the level. (5 marks)
- d) Give six functions of a distribution channel in the clothing firm. (6 marks)
- e) List and explain three classification of marketing. (9 marks)

QUESTION TWO (20 MARKS)

- a) As a manager explain in details five causes of structural change you would do in fashion and clothing industry (10 marks)
- b) Describe five advantages of branding to manufactures. (10 marks)

QUESTION THREE (20 MARKS)

With appropriate examples, describe ten political factors that influence the textile and fashion industry. (20 marks)

QUESTION FOUR (20 MARKS)

Discuss ten strategies you would enforce when marketing products. (20 marks)

QUESTION FIVE (20 MARKS)

Describe the reference groups influencing types and choice of consumer clothing behavior. (20 marks)