



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

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 405: SEMINAR IN CONTEMPORARY ISSUES IN TEXTILE INDUSTRY

DATE: 10/12/2019

TIME: 2.00-4.00 PM

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 (30 MARKS)

- a) List four (4) measures the Government of Kenya has implemented to ensure the agricultural sector contributes positively to the textile and apparel industry (4 marks)
- b) Highlight three (3) economic conditions fashion houses in Kenya operate in (6 marks)
- c) Explore three (3) value-addition techniques for textile raw materials (6 marks)
- d) Explain three (3) challenges faced by tertiary colleges offering fashion design course (6 marks)
- e) Elaborate on four (4) initiatives a fashion house would take to provide decent work for its employees (8 marks)

QUESTION TWO (20 MARKS)

Discuss five (5) considerations for a fashion designer who intends to operate a successful modeling agency

QUESTION THREE (20 MARKS)

Explore five (5) challenges encountered by small and medium apparel manufacturing enterprises located in urban areas

QUESTION FOUR (20 MARKS)

Explain five (5) approaches your fashion house shall employ in order to address unsustainable manufacturing

QUESTION FIVE (20 MARKS)

Write a proposal to the Government security agency concerning five (5) activities your fashion house intends to initiate so as to bring about peace in a certain conflict-prone area pitting three ethnic groups