



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR SECOND SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 306: FASHION PRODUCT DEVELOPMENT

DATE: 13/12/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

This paper consists of Five Questions

Answer Question 1 and any other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Differentiate between Product Design and Product Development (2 marks)
- b) Give FIVE functions of production planning (5 marks)
- c) Explain how fashion trends are affected by the following factors
 - i. lifestyle (4 marks)
 - ii. socio-economic backgrounds (4 marks)
- d) Explain THREE importance of analyzing the fashion product cycle (3 marks)
- e) Explain the use of mood boards in fashion product designing (3 marks)
- f) Explain four advantages of producing a prototype during the development of a fashion product (4 marks)
- g) Describe at least FIVE tests done on fashion product prototypes before production tested (5 marks)

QUESTION TWO (20 MARKS)

- a) Your fashion design company wants to develop a new apparel line for women aged between 20-25 years old. As the lead Fashion Designer describe in detail how you would go about developing the line until it reaches the targeted market. (15 marks)
- b) Describe the likely life cycle of the product line developed in question 2a. above. (5 marks)

QUESTION THREE (20 MARKS)

Discuss the role of the Government and Kenya Bureau of Standards in fashion product development process in Kenya

QUESTION FOUR (20 MARKS)

As the Production Manager in charge of shoe production discuss in detail with your production team specifications required before production

QUESTION FIVE (20 MARKS)

Explore TEN challenges of redesigning and introducing a new product line into the market