



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 303: ESSENTIALS OF FASHION MARKETING

DATE:

TIME:

INSTRUCTIONS

This paper consists of **FIVE** questions.

Answer question one and any other two questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms:
- i. Fashion Marketing (2 marks)
 - ii. Target Market (2 marks)
 - iii. Product (2 marks)
 - iv. unique selling proposition (2 marks)
- b) Vivo Wear is a fashion retail store, they are currently running a sales promotion. Determine four reasons for this. (4 marks)
- c) Outline (4) four major roles of a marketing manager. (8 marks)
- d) State (5) five conditions that must be satisfied for an exchange to take place. (5 marks)
- e) Explain the modern approach to marketing. (5 marks)

QUESTION TWO (20 MARKS)

- a) Present a lecture on the four Ps of marketing to an undergraduate class. (8 marks)
- b) Explain (4) four major pricing strategies available in the price marketing mix. (12 marks)

QUESTION THREE (20 MARKS)

- a) Marketing research is necessary to determine which decisions are important to a particular target market, outline some of the matters that a consumer must decide on. (10 marks)
- b) Outline the 5 phases of consumer decision making process. (10 marks)

QUESTION FOUR (20 MARKS)

You are a focus group leader in your class:

- a) Explain (4) four major reasons for market segmentation. (8 marks)
- b) Discuss with your class the (6) six different categories under which fashion markets can be segmented. (12 marks)

QUESTION FIVE (20 MARKS)

As a marketing manager, outline (5) five key factors that determine the nature of promotion you would use in your company.