



# MACHAKOS UNIVERSITY

University Examinations 2022/2023 Academic Year  
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR SECOND SEMESTER EXAMINATION FOR  
BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)  
HFM 306 FASHION PRODUCT DEVELOPMENT

DATE:16/12/2022

TIME:8.30 – 10.30A.M

**INSTRUCTIONS:** Answer **QUESTION ONE** and any other **TWO** questions

## QUESTION ONE (20MARKS)

- a) Identify **three (3)** Categories of product attractiveness achieved by styling (3 marks)
- b) Elaborate on **three (3)** factors that determine Success and failure in new products (3 marks)
- c) State **TWO** factors to consider when sourcing for fabrics/trimms (4 marks)
- d) Devise a list of **five (5)** questions a fashion designer should answer prior to developing a new fashion product (5 marks)
- e) State any **five (5)** factors to be considered in costing a fashion product that has been developed (5 marks)

## QUESTION TWO (15MARKS)

An accessory design manufacturer wants to develop a handbag collection line for women. Recommend steps for developing this product until it reaches the intended consumer (15 marks)

## QUESTION THREE (15MARKS)

Tracy works for apparel manufacture company that sells clothes internationally. Explain how she can generate style and trend report for a season (15 marks)

## QUESTION FOUR (15MARKS)

You have been commissioned to carry out a market research for a famous fashion house in town. Discuss the types of market segments by shopper group that you may apply (15 marks)

**QUESTION FIVE (15MARKS)**

Discuss the role of computers in fashion product development

(15 marks)