



# MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

CERTIFICATE IN FASHION DESIGN AND MARKETING

HFM 009: PRODUCT DEVELOPMENT AND MARKETING

DATE: 30/4/2019

TIME: 2:00 – 4:00 PM

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## INSTRUCTIONS:

- i) *The paper has five questions*
- ii) *Answer Questions 1 and any other TWO questions*

## QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms
  - i) Brand (2 marks)
  - ii) Market Research (2 marks)
  - iii) Innovation (2 marks)
  - iv) Product (2 marks)
  - v) Product development (2 marks)
- b) Distinguish between product line and product mix (6 marks)
- c) Highlight the 4 Ps of marketing (4 marks)
- d) Outline four external factors that influence consumer to buy a product (4 marks)
- e) Briefly explain product development strategy (3 marks)
- f) Highlight three components of a brand (3 marks)

**QUESTION TWO (20 MARKS)**

Discuss ten selection factors that consumers look for in fashion.

**QUESTION THREE (20 MARKS)**

Marketers are continually faced with making decision of introducing new product into the market. Explain the process involved in new product development.

**QUESTION FOUR (20 MARKS)**

Fashion trends come and go. Describe four stages of product life cycle

**QUESTION FIVE (20 MARKS)**

Markets are composed of many buyers with different needs, attitudes and characteristics. Explain three methods of segmenting markets