



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 302: SURVEY OF TEXTILE AND CLOTHING INDUSTRY

DATE: 14/12/2017

TIME: 8:30 -10:30 AM

INSTRUCTIONS:

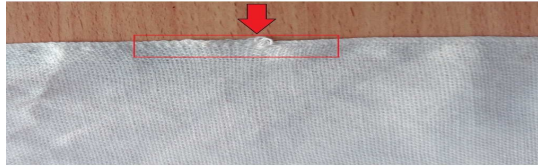
This paper consists of **five** questions.

Answer Question 1 and any other **two** questions

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

1.
 - a) While considering the markets for cotton textile products, Highlight some of the markets for a Kenyan based company. (6 marks)
 - b) List 5 communication mix methods used by Kenyan textile and garment companies (5 marks)
 - c) Give four (4) steps the county governments can take to encourage the youth to get involved in the textile and apparel industry (4 marks)
 - d) Highlight three (3) advantages and three (3) disadvantages of using questionnaires to collect data during a survey. (6 marks)
 - e) State the main problems facing the cotton processing factories in Kenya (6 marks)
 - f) Identify the quality issues in the two textile items below (3 marks)



QUESTION TWO (20 MARKS)

Discuss how bags made from sisal can be used to help create employment and at the same time fill in the gap created by the banning of use of plastic bags (20 marks)

QUESTION THREE (20 MARKS)

The attached bag was designed from a fabric manufactured using machine woven fabric. Suggest product design changes that will enable the manufacturer of the bag to use hand woven fabric.



(20 marks)

QUESTION FOUR (20 MARKS)

Describe the types of fiber waste generated while processing yarns using the follow types of fibers

- (a) Cotton (9 marks)
- (b) Wool (11 marks)

QUESTION FIVE (20 MARKS)

For a handloom firm that makes shoes (see diagram below) from hand woven fabrics, You are required to

- (a) Elaborate on the raw material for the product (6 marks)
- (b) Explain a production process (including raw material) for the upper shoe fabric if it is hand woven (14 marks)

