



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR SECOND SEMESTER REGULAR EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 410: APPAREL ACCESSORIES

DATE: 6/5/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

This paper consists of **five questions**.

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

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Briefly define the following with specific reference to apparel accessories:
 - i) Creative Industries (5 marks)
 - ii) Cosmetology (5 marks)
- b) Using relevant examples, propose potential strategies for product differentiation in the following categories of apparel accessories:
 - i) Footwear (5 marks)
 - ii) Headwear (5 marks)

QUESTION TWO (15 MARKS)

Using annotated illustrations, select one apparel accessory and provide appropriate considerations for the management and care of the selected item.

QUESTION THREE (15 MARKS)

Using annotated illustrations, provide a detailed contextual thematic analysis of your semester-long project.

QUESTION FOUR (15 MARKS)

Using specific reference to apparel accessories, describe ways in which the creative industry can make a positive socio-economic impact in Kenya.

QUESTION FIVE (15 MARKS)

Using specific references, elaborate on environmentally conscious strategies for the production, distribution and consumption of selected apparel accessories.