



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE IN FASHION DESIGN AND MARKETING**

HFD 307: FASHION MERCHANDISING

DATE: 28/7/2017

TIME: 11:00 – 1:00 PM

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) Briefly explain six main activities of fashion merchandising. (6 marks)
 - b) Explain seven internal sources of information that fashion designers can consult when estimating demand. (7 marks)
 - c) Discuss six skills needed by fashion merchandisers. (6 marks)
 - d) Distinguish between two approaches to negotiation that fashion buyers can adopt. (4 marks)
 - e) State seven qualities that a fashion merchandiser should look for when identifying a good target market. (7 marks)
2. Assuming you are in charge of merchandise control in a fashion self-service retail store:
 - a) Evaluate five causes of merchandise shrinkage in the fashion store. (10 marks)
 - b) Recommend five methods that you can use to control merchandise shrinkage. (10 marks)

3. a) As a fashion merchandiser operating a garment production and wholesale business analyse any five factors that you consider when pricing the merchandise. (10 marks)
- b) Explain five reasons that can make Deacons retail store to mark-down prices. (10 marks)
4. a) You have been hired as a buyer by a fashion store dealing with shoes and handbags, explain the criteria you would use when analysing suppliers? (10 marks)
- b) As a fashion merchandiser explore with your staff five limitations of relying on a single supplier for fashion merchandise? (10 marks)
5. Assuming you are attending a fashion merchandise seminar explain to your counterparts the seven elements required in a fashion merchandising mix. (20 marks)