



# MACHAKOS UNIVERSITY

University Examinations 2023/2024 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR ..... SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 408: ADVANCED FASION MARKETING

DATE:

TIME:

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## INSTRUCTIONS

*This paper consists of **FIVE QUESTIONS***

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

*Question **ONE** is compulsory and carries 30 marks*

*Question 2-5 carries 20 marks each answer any two*

### QUESTION ONE (COMPULSORY) (30 MARKS)

Define the following terms:

- a) Target audience- (2 marks)
- b) Omni channel marketing- (2 marks)
- c) Return on Investment (2 marks)
- d) Influencer marketing- (2 marks)
- e) Green washing- (2 marks)
- f) Outline three ways a Fashion retailers sources garments in three main ways (3 marks)
- g) Describe the fashion adoption models (9 marks)

### QUESTION TWO (20 MARKS)

Give a talk to an audience and discuss consumer behaviour towards fashion adoption strategies

### QUESTION THREE (20 MARKS)

An influencer has many followers. Discuss the role of influencer marketing on fashion promotion.

**QUESTION FOUR (20 MARKS)**

Describe the role of social media in fashion marketing and how it has transformed the industry.

**QUESTION FIVE (20 MARKS)**

Explain the concept of marketing mix in the context of fashion marketing to your classmates.