



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 401: ENTREPRENEURSHIP IN FASHION DESIGN

DATE: 8/5/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

- i) *This paper consists of **five** questions.*
- ii) *Answer **Question 1** and any other **Two (2)** questions.*
- iii) *Question 1=30 marks*
- iv) *Question 2-5=20 marks each*

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following;
 - i) Entrepreneurship (1 mark)
 - ii) Entrepreneur (1 mark)
 - iii) Entrepreneurial process (1 mark)
 - iv) Entrepreneurship primary objective (1 mark)
 - v) An enterprise (1 mark)
 - vi) Seed capital (1 mark)
- b) Highlight four (4) factors that contribute to entrepreneurial opportunities (4 marks)
- c) Discuss two (2) models of entrepreneurship (4 marks)
- d) Name and outline the characteristics of four (4) types of entrepreneurs (8 marks)
- e) Name and elaborate four (4) types of entrepreneurship (8 marks)

QUESTION TWO (20 MARKS)

A team of young designers are writing a business plan in order to secure a loan from the Youth Enterprise Fund, Cite **Ten (10)** reasons why they need an effective business plan

QUESTION THREE (20 MARKS)

The Fashion industry is the economic driving force for many developing countries such as Kenya

- a) Discuss the statement above (10 marks)
- b) Highlight Ten (10) contributions of small fashion businesses to economic growth in Kenya (10 marks)

QUESTION FOUR (20 MARKS)

A Fashion businesses like any other business has its own challenges, Discuss **Ten (10)** challenges common in small fashion businesses in the country.

QUESTION FIVE (20 MARKS)

Marketing a new product in the market is a key process for any successful fashion business requiring a good use of elements in the marketing strategy,

- a) Name and elaborate **five (5)** elements of a marketing mix as used in a fashion business (10 marks)
- b) Discuss how you will use the elements of a marketing mix for a new bag design targeting the youth (10 marks)