



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE IN

BACHELOR OF SCIENCE FASHION DESIGN AND MARKETING

HFD 306 FASHION PRODUCT DEVELOPMENT

DATE: 23/4/2019

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

- i) *This paper consists of FIVE questions.*
- ii) *Answer Question 1 and any other two questions.*
- iii) *Question 1=20 marks*
- iv) *Question 2 to 5=15 marks each*

QUESTION ONE (COMPULSORY) (20 MARKS)

- a) Write short notes on the following terms as used in fashion product development
 - i) Fabric sourcing (2 marks)
 - ii) Fashion forecasting (2 marks)
 - iii) Quality Control (2 marks)
- b) Differentiate between fashion product design specification and fashion product design standardization. (2 marks)
- c) Write down FOUR (4) specifications to give when ordering for buttons (2 marks)
- d) Devise a list of FIVE (5) questions a fashion designer should answer **prior** to developing a fashion product. (5 marks)
- e) State FIVE (5) factors to be considered in costing a fashion product that has been developed (5 marks)

QUESTION TWO (15 MARKS)

MEFA creations, an acknowledged fashion design house in Kenya introduced a multifunctional clothing line to expand its customer base. Having spent a lot of money introducing the product, it still never gained wide acceptance. Discuss why this product failed.

QUESTION THREE (15 MARKS)

- a) An accessory design manufacturer wants to develop a handbag collection line for women. Recommend steps for developing this product until it reaches the intended consumer

(12 marks)

- b) Display a Techpack for use in the production room when developing the above product.

(3 marks)

QUESTION FOUR (15 MARKS)

- a) A group of young fashion designers attached to your design house generated 150 design sketches for an upcoming fashion event. Only 20 sketches were selected for development.

Describe to the panel what parameters were used to select the 20 designs. (10 marks)

- b) Give FIVE (5) reasons why it will be important to make prototypes of the above selected designs. (5 marks)

QUESTION FIVE (15 MARKS)

Discuss the importance of legal, ethical and sustainability considerations in fashion product development.