



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF FASHION DESIGN AND MARKETING
THIRD YEAR SUPPLEMENTARY/SPECIAL EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING**

HFM 303: ESSENTIALS OF FASHION MARKETING

DATE: 8/3/2023

TIME: 2.00 – 4.00 PM

INSTRUCTIONS:

- i) *This paper consists of **five** questions.*
- ii) *Answer Question 1 and any other **two** questions.*

QUESTION ONE (30 MARKS)

- a. Using appropriate examples, distinguish between domestic marketing and international marketing. (2 marks)
- b. Explain why businesses enter international markets. (8 marks)
- c. Define marketing by Philip Kotler (2 marks)
- d. Explain four elements of modern concept of marketing (8 marks)
- e. No business can be all things to all people, it must select one or a few groups of customers as its targets, explain five attributes of a such targeted groups. (10marks)

QUESTION TWO (20 MARKS)

You have been appointed as a marketing manager of a fashion business, explain your four key components that you would include in your marketing strategy (20 marks)

QUESTION THREE (20 MARKS)

Explain any 5 forces that influence marketing of fashion products. (20 marks)

QUESTION FOUR (20 MARKS)

Explore ten (10) marketing activities that take place daily. (20 marks)

QUESTION FIVE (20 MARKS)

You have a fashion enterprise that is up and running, discuss EIGHT reasons why marketing is important to your business. (20 marks)