



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 307: FASHION MERCHANDISING AND RETAILING

DATE: 26/8/2022

TIME: 8.30-10.30 AM

INSTRUCTIONS

This paper consists of **FIVE** questions.

Answer **Question 1** and any other **TWO** questions in Section B

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

SECTION A

QUESTION ONE (COMPULSORY) (30 MARKS)

- Identify **six (6)** factors that fashion merchandisers should consider when pricing their merchandise. (6 marks)
- To buy suitable fashion merchandise requires proper merchandise planning. Outline **three (3)** main activities of merchandise planning. (6 marks)
- Elaborate on **four (4)** types of consumer buying behavior (8 marks)
- Explain **four (4)** factors that make fashion merchandising more difficult than merchandising of non-fashion merchandise. (8 marks)

SECTION B

QUESTION TWO (20 MARKS)

- You have graduated and would like to start your own merchandising store dealing in fashion goods. Explain five (5) criteria that you should use when conducting vendor assessment or appraisal. (10 marks)
- Discuss five merits and five demerits of using multiple vendors in a fashion store. (10 marks)

QUESTION THREE (20 MARKS)

Discuss market segmentation highlighting four (4) variables that can be used.

QUESTION FOUR (20 MARKS)

Explain five (5) methods that fashion merchandisers can use to control stock losses.

QUESTION FIVE (20 MARKS)

Explain five (5) factors that influence behaviour of consumers of fashion products and services.