



MACHAKOS UNIVERSITY

UNIVERSITY EXAMINATIONS 2022/2023

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE

DEPARTMENT OF FASHION DESIGN AND MARKETING

**THIRD YEAR SECOND SEMESTER REGULAR EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING**

HFM 302: CREATIVE PROFESSIONAL PRACTICE

Date:

Time: 2HOURS

Instructions

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

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

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

Question 1

- (i) Define the following terms:
- (a) Professionalism
 - (b) Copyright
 - (c) Professional conduct
 - (d) Remuneration
 - (e) Employee Relationship Management

(10marks)

(ii) Describe five skills that you need to have as a professional designer
(10marks)

(iii) Discuss some qualities a designer must have to thrive in the business practice of fashion
(10 marks)

Question 2

As a young practitioner who has just graduated. Describe the design strategies that you will apply in order to rise above your competitors. (20marks)

Question 3

Communication is key amongst colleagues and management. Discuss common barriers to effective communication (20marks)

Question 4

Business practice relies on the confidence of the client. Discuss ways of maintaining a positive relationship with the client (20 Marks)

Question 5

An agreement is a binding contract between two parties. Discuss ten clauses that are essential in any agreement (20 marks)