



MACHAKOS UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

REGULAR UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR

**FIRST YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
IN FASHION DESIGN AND MARKETING**

HFM 105: INTRODUCTION TO FASHION DESIGN

Date:

Time:

INSTRUCTIONS:

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

Question One

- a) Define the following;
 - i) Fashion collection. **(2 marks)**
 - ii) Fashion design portfolio. **(2 marks)**
- b) Explore five (5) sources of inspiration for a fashion designer. **(5 marks)**
- c) Highlight the three (5) categories of fashion accessories giving examples. **(6 marks)**
- d) Explain any three (5) possible career options in the fashion industry. **(6 marks)**
- e) Explain the three(5) types of fashion. **(9 marks)**

Question Two

The growth of the fashion industry is believed to have been greatly influenced by Charles Fredrick Worth. Discuss his contributions to fashion design. **(20 marks)**

Question Three

Fashion is alive and constantly changing. Discuss five (5) ways through which fashion trends start and evolve among the university students. **(20marks)**

Question Four

You have been invited to showcase your collection at the Machakos University culture week. Explain the fashion design development process you would adopt to come up with the collection. **(20marks)**

Question Five

Machawood, which aims to celebrate the culture of the ethnic people of Machakos, plans to host a fashion show at the end of this year. Discuss the procedure you would follow in coming up with a collection and presenting it in the show. **(20marks)**