



# Machakos University

UNIVERSITY EXAMINATION 2021/2022

School of Humanities and Social Sciences

Department of Fashion Design and Marketing

FOUR YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN  
FASHION DESIGN AND MARKETING

Regular

HFM 408: ADVANCED FASHION MERCHANDISING

DATE: \_\_\_\_\_

TIME: 2 HOURS

## 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 ONE (30 MARKS)**

1. (a) Explain three (3) structures of fashion market. (3 marks)
- b) Differentiate between two (2) approaches to negotiation that fashion buyers can adopt. (4 marks)
- c) Describe four (4) types of consumer buying behavior. (4 marks)
- d) Explain five (5) demerits of multiple vendors (5 marks)
- e) Explain six (6) reasons why the promotional mix is used in the fashion industry. (6 marks )
- f) Elaborate four (4) factors that make fashion merchandising more difficult than merchandising of non-fashion merchandise. (8 marks)

## **QUESTION TWO (20 MARKS)**

Q.2 Discuss with a team of fashion merchandisers five (5) elements that fashion merchandisers should include in a fashion merchandising mix.

## **QUESTION THREE (20 MARKS)**

- Q.3 a) You are presenting at a seminar, discuss the limitations of relying on a single Supplier for fashion merchandise. (10 marks)
- b) You have been hired as a buyer by a fashion house dealing with apparel for ladies. Explain five (5) criteria would you use when analyzing pricing decision. (10 marks)

#### **QUESTION FOUR (20 MARKS)**

- Q.4 Discuss the nature of marketing with visiting students from Kenyatta University. (20 Marks)

#### **QUESTION FIVE (20 MARKS)**

- Q.5 Discuss with a team of fashion students five (5) factors that influence behavior of consumers of fashion products and services. (20 marks)