



MACHAKOS UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

REGULAR UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR

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

HFM 303: ESSENTIALS OF FASHION MARKETING

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 marketing. (2marks)
- b) Explain four (4) elements of modern concept of marketing (8marks)
- c) Using appropriate examples, distinguish between domestic marketing and international marketing. (2marks)
- d) Explain reasons businesses enter international markets. (8marks)
- e) Describe five (5) attributes of a market segment. (10marks)

Question two

You have been appointed as a marketing manager of a fashion business, explain your four (4) key roles (20 marks).

Question three

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

Question four

To sell fashion products to the target customer, businesses must apply the marketing mix. Discuss. (20 marks)

Question five

Explore with your classmates five (5) key reasons why fashion forecasting is important for a profit-making fashion business.