



MACHAKOS UNIVERSITY

University Examinations 2023/2024 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 408: ADVANCED FASION MARKETING

DATE:

TIME:

INSTRUCTIONS

This paper consists of FIVE QUESTIONS

Answer Question 1 and any other two questions

Question ONE is compulsory and carries 30 marks

Question 2-5 carries 20 marks each answer any two

QUESTION ONE (COMPULSORY) (30 MARKS)

Define the following terms:

- a) Target audience- (2 marks)
- b) Omni channel marketing- (2 marks)
- c) Return on Investment (2 marks)
- d) Influencer marketing- (2 marks)
- e) Green washing- (2 marks)
- f) Outline three ways a Fashion retailers sources garments in three main ways (3 marks)
- g) Describe the fashion adoption models (9 marks)

QUESTION TWO (20 MARKS)

Give a talk to an audience and discuss consumer behaviour towards fashion adoption strategies

QUESTION THREE (20 MARKS)

An influencer has many followers. Discuss the role of influencer marketing on fashion promotion.

QUESTION FOUR (20 MARKS)

Describe the role of social media in fashion marketing and how it has transformed the industry.

QUESTION FIVE (20 MARKS)

Explain the concept of marketing mix in the context of fashion marketing to your classmates.