



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE**

HFD 307: FASHION MERCHANDISING

DATE: Friday, 30th March 2012

TIME: 11.00 a.m. – 1.00 p.m.

INSTRUCTIONS:

Answer all questions in this section and any TWO questions in section B.

Section A: 40 marks

1. (a) Fashion forecasting is an important activity for a fashion merchandiser. Briefly explain two reasons for fashion forecasting. (2 marks)
- (b) Briefly explain the roles of a fashion buyer. (10 marks)
2. (a) Explain how a fashion merchandiser determines the price of a fashion product. (3 marks)
- (b) What is a mark-up? (1 mark)
- (c) Citing suitable examples, briefly explain how the recent recession has affected fashion merchandising in Kenya. (10 marks)
3. Define the term Concept development. (1 mark)
4. Citing appropriate examples differentiate between the product cycles of a fad and a classic product. (10 marks)

5. Briefly explain the power dressing of the 1980s and give an example of a prominent personality who was known for this fashion. (3 marks)

Section B: 30 marks

Answer any two questions in this section.

6. (i) Differentiate between laggards and influencers in fashion merchandising. (1 mark)
- (ii) Kenya's fashion industry has been influenced by various factors. Citing various examples, discuss these factors. (14 marks)
7. (i) In fashion forecasting, a merchandiser can predict fashion in two ways. Briefly discuss this statement. (4 marks)
- (ii) Explain why the order point is vital for a fashion merchandiser. (1 mark)
- (iii) A leading fashion retail is opening its franchise in a monopolistic market. Discuss how the retailer can successfully compete in this market. (10 marks)
8. (a) Promotion and coordination of sales and production is vital for any fashion enterprise. Discuss the promotional tools used in fashion merchandising. (10 marks)
- (b) Briefly explain 5 qualities of a good fashion buyer. (5 marks)

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