



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE (FASHION AND DESIGN)

HFD 306: FASHION AND PRODUCT DEVELOPMENT

DATE: Tuesday 27th March, 2012

TIME: 11.00 – 1.00 p.m.

INSTRUCTIONS

Answer all Questions in Section A (40 marks)

Answer any two Questions in Section B in booklets provided (30 marks)

SECTION A: Answer All Questions (40 Marks)

- Q.1) (a) As a creative fashion designer, briefly explain factors you would look for when evaluating a shipping package to be produced by a sub-contractor for your garments. (5 marks)
- (b) Give the types of management structures with the aid illustrations. (6 marks)
- Q.2) (a) As a line supervisor in a garment firm, sum up the levels of quality assurances you would use in the production system. (6 marks)
- (b) How would a fashion buyer detail evaluate the level of attractiveness in products to ensure they fulfill the target market. (6 marks)
- (c) What is the importance of market segmentation to retail companies. (2 marks)

- Q.3) (a) Briefly explain which factors in product development have reduced product development time resulting to choosy customers (6 marks)
- (b) Using any production system, explain the specific operations that would characterize it. (9 marks)

SECTION B: Answer Any TWO Questions (30 marks)

- Q.4) As fashion retailers, outline two consumer groups you would target and two, others you would not in your market segment. Detail their profile to your fashion buyer of your store. (15 marks)
- Q.5) Clearly illustrate all the product development stages and the processes involved in garment manufacture to a 1st year class of fashion designers. (15 marks)
- Q.6) (a) Give the classifications into which apparel products fall into with the support of valid examples. (12 marks)
- (b) Differentiate between the Section process system and the Making – through production systems. (3 marks)