

2803/303  
FASHION MARKETING  
Oct./Nov. 2016  
Time: 3 hours

TEXTILE



THE KENYA NATIONAL EXAMINATIONS COUNCIL  
DIPLOMA IN FASHION DESIGN AND CLOTHING TECHNOLOGY  
MODULE III  
FASHION MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of SIX questions.  
Answer any FIVE questions in the answer booklet provided.  
Maximum marks for each part of a question are as indicated.  
Candidates should answer the questions in English.*

This paper consists of 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.



1. (a) Explain **five** factors to consider before selecting fashion advertising media. (10 marks)
- (b) Highlight **four** ways in which diversification can be achieved in fashion businesses. (6 marks)
- (c) Identify **four** ways in which price discrimination can be practiced by fashion designers. (4 marks)
2. (a) Explain **four** methods that a fashion designer can use to retain clientele. (8 marks)
- (b) Outline **four** factors that influence the supply of fashion products. (12 marks)
3. (a) Explain **four** advantages of involving wholesalers in marketing fashion products. (8 marks)
- (b) Explain **four** challenges faced by fashion marketers. (8 marks)
- (c) Highlight **four** components of good customer service. (4 marks)
4. (a) Demonstrate **four** ways in which customer satisfaction can be ensured in a fashion business. (10 marks)
- (b) Explain **five** factors that influence consumer buying habits. (10 marks)
5. (a) Describe the **four** stages of the fashion product cycle. (10 marks)
- (b) Explain **five** advantages of engaging in international fashion marketing. (10 marks)
6. (a) Outline **four** advantages of large scale fashion production. (10 marks)
- (b) Explain **five** advantages of competition in the fashion industry. (10 marks)

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Manufacture → Agent → Consumer  
 Manufacture = Consumer  
 Manufacture Wholesaler  
 x Retailer = Consumer