

2803/303
FASHION MARKETING
June/July 2019
Time: 3 hours



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.

All the questions carry equal marks.

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) Outline **six** methods of advertising fashion products. (6 marks)
- (b) Explain **four** factors that influence the demand for fashion goods. (8 marks)
- (c) Describe **four** emerging trends and technologies in the fashion industry. (6 marks)
2. (a) Outline **six** challenges faced by investors in the fashion industry. (12 marks)
- (b) Explain **four** benefits of advertising. (8 marks)
3. (a) Describe **four** limitations of international fashion marketing. (8 marks)
- (b) Explain **six** disadvantages of large scale fashion business. (12 marks)
4. (a) Explain **four** ways of diversification in fashion business. (8 marks)
- (b) Explain each of the following distribution channels:
 - (i) one-level; (2 marks)
 - (ii) three-level; (2 marks)
 - (iii) two-level. (2 marks)
- (c) Highlight **three** challenges faced by “haute couture” fashion designers. ✓ (6 marks)
5. (a) Explain **four** measures a designer can adopt to ensure customer satisfaction. (8 marks)
- (b) Analyze **six** contributions of the fashion industry to economic growth. (12 marks)
6. (a) Highlight **five** advantages of outdoor advertising of fashion products. (5 marks)
- (b) Explain **five** ways of expanding the market for fashion products. (10 marks)
- (c) Describe **five** forms of product differentiation in fashion business. (5 marks)

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