

2803/303
FASHION MARKETING
Oct./Nov. 2022
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.
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 each of the following types of merchandising:
 - (i) retail; (2 marks)
 - (ii) visual. (3 marks)
- (b) The fashion industry in Kenya is fast growing and vibrant. Explain **five** factors that contribute to this trend. (10 marks)
- (c) Highlight **five** methods of fashion advertisement. (5 marks)
2. (a) Describe the **four** stages of the product life cycle. (10 marks)
- (b) Explain the influence of each of the following factors on the demand for fashion products:
 - (i) taste and preference; (2 marks)
 - (ii) price of the product; (2 marks)
 - (iii) price of substitute products; (2 marks)
 - (iv) consumer's income; (2 marks)
 - (v) government policies. (2 marks)
3. (a) Explain **five** causes of reduction in sales of fashion products. (10 marks)
- (b) Explain **five** advantages of mass production in the fashion industry. (10 marks)
4. (a) (i) Explain the term 'high fashion'. (2 marks)
- (ii) Explain **four** hindrances to 'high fashion' marketing in Kenya. (8 marks)
- (b) Analyze **five** positive effects of second-hand clothing sector to the economy. (10 marks)
5. (a) Highlight **eight** essentials of good grooming. (8 marks)
- (b) Distinguish between 'price skimming' and 'price penetration'. (4 marks)
- (c) Explain **four** benefits of maintaining good Public Relations. (8 marks)
6. (a) (i) Outline **six** methods of displaying fashion products in an exhibition. (6 marks)
- (ii) Explain **five** factors that a fashion retailer must bear in mind to create an effective display in a shop. (10 marks)
- (b) Identify **eight** accessories that a fashion retailer can sell. (4 marks)

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