

2803/303

**FASHION MARKETING**

June/July 2020

Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**DIPLOMA IN FASHION DESIGN AND CLOTHING TECHNOLOGY**

**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) Outline **four** indicators of customer satisfaction. (4 marks)
- (b) Explain **five** objectives of advertising. (10 marks)
- (c) Describe the following elements of the marketing mix:
- (i) price; (3 marks)
- (ii) place. (3 marks)
2. (a) Explain **five** challenges faced in the marketing of fashion products. (10 marks)
- (b) Highlight **five** factors that influence the supply of fashion products. (5 marks)
- (c) Outline **five** contributions of the fashion industry to economic growth and development. (5 marks)
3. (a) Explain **five** factors to be considered when selecting an advertising media. (10 marks)
- (b) With the aid of a diagram, explain the fashion product cycle. (10 marks)
4. (a) Explain **four** aims of conducting market research. (8 marks)
- (b) State **four** functions of fashion accessories. (4 marks)
- (c) Explain **four** ways of dealing with competition in the fashion industry. (8 marks)
5. (a) Outline **four** distribution channels for fashion products. (4 marks)
- (b) State **five** disadvantages of having large stocks of fashion products. (5 marks)
- (c) Describe the following methods of displaying fashion products:
- (i) box method; (1  $\frac{1}{2}$  marks)
- (ii) hanging. (1  $\frac{1}{2}$  marks)
- (d) Explain **four** ways of diversification in fashion business. (8 marks)
6. (a) Outline **eight** reasons for customer dissatisfaction. (8 marks)
- (b) Explain the functions performed by the following personnel in a fashion firm:
- (i) fashion illustrator; (2 marks)
- (ii) fashion merchandiser; (2 marks)
- (iii) fashion stylist; (2 marks)
- (iv) fashion advisor; (2 marks)
- (v) fashion researcher. (2 marks)
- (c) State **two** reasons for fashion business failure. (2 marks)

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