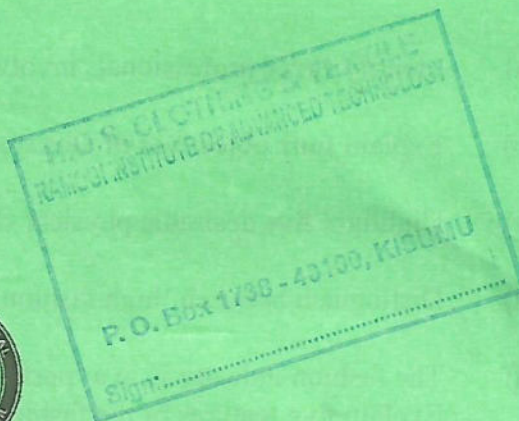


2803/303
FASHION MARKETING
Oct./Nov. 2021
Time: 3 hours



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) Identify **three** professionals involved in fashion marketing. (3 marks)
- (b) Explain **four** objectives of advertising in the fashion industry. (8 marks)
- (c) Highlight **five** desirable physical characteristics of a fashion model. (5 marks)
- (d) Distinguish between 'high fashion' and 'mass fashion'. (4 marks)
2. (a) The fashion industry is in a 'perfectly competitive market'.
Explain **five** features of the fashion industry which lead to the high level of competition. (10 marks)
- (b) Explain **five** factors that influence the prices of fashion products. (10 marks)
3. (a) Highlight **five** advantages of ensuring customer satisfaction. (5 marks)
- (b) Explain **five** benefits of international marketing of fashion products. (10 marks)
- (c) Identify **five** differences between 'selling' and 'marketing'. (5 marks)
4. (a) Outline **eight** responsibilities/duties of a fashion marketing consultant in a large scale fashion company. (8 marks)
- (b) Highlight **six** fashion marketing skills. (6 marks)
- (c) Explain the following types of selling:
- (i) aggressive; (2 marks)
- (ii) consultative; (2 marks)
- (iii) product-oriented. (2 marks)
5. (a) Discuss the following types of marketing:
- (i) digital; (3 marks)
- (ii) word of mouth. (3 marks)
- (b) Explain **five** challenges faced by start-up businesses in fashion. (10 marks)
- (c) Identify **four** distribution channels for fashion products. (4 marks)
6. (a) Outline the procedure for organizing and conducting an exhibition. (10 marks)
- (b) Explain the concept of the 'marketing mix'. (10 marks)

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