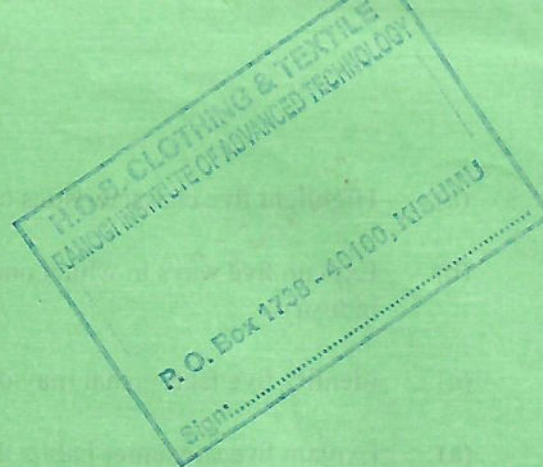


2803/303
FASHION MARKETING
June/July 2022
Time: 3 hours



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) Highlight **five** characteristics of a well groomed fashion model. (5 marks)

(b) Explain **five** ways in which one can differentiate fashion products in the fashion industry. (10 marks)

(c) Identify **five** factors that may determine the success of a fashion show. (5 marks)

2. (a) Explain **five** consumer habits that influence the demand for fashion products. (10 marks)

(b) Outline **five** reasons for good Public Relations in a fashion business. (5 marks)

(c) Identify **five** sources of product ideas. (5 marks)

3. (a) (i) Describe the 'marketing mix'. *A central function that ensures the product is sold at right price, placed using the right media and sold at the right place and time. Profit is made for the owner and stakeholders.* (8 marks)

(ii) Highlight **six** ways in which a fashion company can implement the 'product mix'. (6 marks)

(b) Explain the following stages of the product life cycle:

(i) introduction; (2 marks)

(ii) growth; (2 marks)

(iii) decline. (2 marks)



4. (a) The fashion industry contributes to Kenya's economic growth and development. Explain **six** points that justify this statement. (12 marks)

(b) Explain **four** ways of attracting new customers. (8 marks)

5. (a) Identify **six** facilities required when establishing a fashion boutique. (6 marks)

(b) Explain **five** ways in which a fashion merchandiser can practise price discrimination. (10 marks)

(c) Outline **four** effects of the Covid-19 pandemic on fashion marketing. (4 marks)

6. (a) (i) Highlight **four** advantages of an attractive product display. (4 marks)

(ii) Outline **eight** factors considered when planning for a product display. (8 marks)

(b) Describe **four** key areas in the layout of a fashion studio. (8 marks)