



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN INTERIOR DESIGN, TEXTILES & APPAREL
DESIGN WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

ADT 344: PRINCIPLES OF MERCHANDISING

Date: 7th January, 2016

Time: 8.30 - 10.30am

INSTRUCTIONS:

- Answer ALL questions from Section A.
- Answer any TWO questions in section B.



SECTION A: (40 MARKS)

ANSWER ALL QUESTIONS

- Q1.(a)** Define the following terms:
- (i) Fashion merchandising
 - (ii) Fashion
 - (iii) Brand
 - (iv) Marketing
 - (v) International marketing **(10 marks)**
- (b)** Discuss the terms below as used in fashion merchandising.
- (i) Licencing
 - (ii) Franchise
 - (iii) Classic
 - (iv) Fad
 - (v) Taste **(10 marks)**
- Q2.** Explain **FIVE (5)** competitive advantages that a clothing merchandiser can use to capitalize on the weakness of his/her competitors. **(10 marks)**
- Q3.(a)** What does the acronyms below stand for?
- (i) NAFTA
 - (ii) CBI
 - (iii) KIPPRA
 - (iv) NAWECCE
 - (v) CITA **(5 marks)**
- (b)** Outline briefly any **FIVE (5)** factors that influence fashion movement. **(5 marks)**

SECTION B: (30 Marks)

Answer ANY TWO questions from section B.

Question Four is compulsory.

- Q4.** (a) Discuss pricing in Fashion merchandising. **(4 marks)**
(b) State **three** factors to consider when pricing. **(3 marks)**
(a) What are the qualities of a good pricing? **(3 marks)**
- Q5.** You have been requested to give a fashion retail traders a lecture in consumer buying and consumer use. Draw and label a **Consumer use cycle** to help you explain the concept. **(10 marks)**
- Q6.** A relative wants to start a sole proprietorship type of business. Discuss the **FIVE (5)** advantages of sole proprietorship as a form of business ownership. **(10 marks)**
- Q7.** Pricing in Fashion merchandising plays a major role in making a profit. Describe the methods used in pricing of Fashion clothes. **(10 marks)**