



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

FASHION, CLOTHING AND TEXTILES

**MODULE: Fashion Marketing and
Merchandising**

PAPER NO: 662/23/M08

DURATION: 3 Hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

Answer booklet, pen.

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. Each question carries 20 marks.**

QUESTION 1

Describe the importance of Marketing and merchandise in clothing industry.
(20 marks)

QUESTION 2

Explain the following

- (a) Customer orientation (4 marks)
- (b) Value proposition (4 marks)
- (c) Market segmentation (4 marks)
- (d) Brand equity (4 marks)
- (e) Integrated marketing (4 marks)

QUESTION 3

Discuss how the four elements of the marketing mix (product, price, place and promotion) interact with each other to influence a brand's overall marketing strategy.
(20 marks)

QUESTION 4

Articulate how companies adapt their marketing mix strategies in response to competitive pressures and market trends?
(20 marks)

QUESTION 5

- (a) Analyse the impact of qualitative versus quantitative research methods on marketing decision -making. (10 marks)
- (b) Evaluate the role of technology in modern marketing research. (10 marks)

QUESTION 6

- (a) Examine the relationship between product placement and consumer behaviour. (10 marks)
- (b) Evaluate how strategic placement of merchandise influence sales and brand loyalty. (10 marks)

QUESTION 7

Outline the role of innovation in extending the product life cycle and the strategies companies employ to revitalise declining products. (20 marks)

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