



**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**

**JUNE 2026 EXAMINATION**

**REQUIREMENTS**

**INSTRUCTIONS TO CANDIDATE**

1. Answer any five (5) questions.
2. All questions carry 20 marks each.

QUESTION 1

Explain the following

- (a) merchandising (5 marks)
- (b) fashion (5 marks)
- (c) fade (5 marks)
- (d) branding (5 marks)

QUESTION 2

Describe the five (5) competing philosophies or frameworks that guide how organisations approach and carry out their marketing activities. (20 marks)

QUESTION 3

- (a) Define marketing. (2 marks)
- (b) Discuss why marketing is increasingly becoming more important to the clothing industry. (18 marks)

QUESTION 4

Recall in detail the elements of the macro environment. (20 marks)

QUESTION 5

Summarise the following pricing methods

- (a) cost-plus pricing (4 marks)
- (b) value- based pricing (4 marks)
- (c) geographical pricing (4 marks)
- (d) psychological pricing (4 marks)
- (e) break even pricing (4 marks)

QUESTION 6

- (a) Evaluate the effectiveness of different market segmentation strategies in achieving competitive advantage for a business. (10 marks)
- (b) Propose a tailored segmentation approach for the clothing industry. (10 marks)

QUESTION 7

- (a) Articulate the term “marketing mix”. (5 marks)
- (b) Figure out the effects of second-hand clothing markets to the clothing industry. (10 marks)
- (c) Briefly explain promotion. (5 marks)

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