



**2<sup>ND</sup> SEM, 2010/2011**

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**UNIVERSITY OF SWAZILAND**

**FINAL EXAMINATION PAPER**

**PROGRAMME : BACHELOR OF SCIENCE IN  
TEXTILE AND APPAREL DESIGN  
AND MANAGEMENT YEAR III**

**COURSE CODE : TADM 303**

**TITLE OF PAPER : DRESS AND HUMAN BEHAVIOUR**

**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTION : ANSWER QUESTION ONE (1) AND  
ANY OTHER TWO (2) QUESTIONS**

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN  
GRANTED BY THE CHIEF INVIGILATOR**

**QUESTION 1 COMPLULSORY**

- a) List and discuss three (3) reasons that lead to the development of dress and human behaviour as a subject.  $3 \times 4 = 12$
- b) Describe four (4) steps observed in the process of self identification.  $4 \times 2 = 8$
- c) Compare and contrast the clothes worn during the Roman Empire era and clothes worn in Milan in the 21<sup>st</sup> century.  $4 \times 4 = 16$
- d) Explain two (2) of the following terms in relation to dress.
- i) Self identification.
  - ii) Roles
  - iii) Agency
  - iv) Structure.
- $2 \times 2 = 4$

**[TOTAL MARKS 40]**

**QUESTION 2**

- a) List and discuss five (5) factors that encourage fashion changes.  $5 \times 3 = 15$
- b) Discuss the self concept as it relates to conformity and individuality in dress.  $2 \times 3 = 6$
- c) List and describe three (3) ways in which corporal or permanent adornment was achieved.  $3 \times 3 = 9$

**[TOTAL MARKS 30]**

**QUESTION 3**

- a) List and explain three (3) physiological channels of communication in dress.  $3 \times 3 = 9$
- b) Using a scenario, show how the cultural perspective and the emergence of sub-cultures manifest themselves.  $3 \times 3 = 9$
- c) Using a well labelled diagram, show a fashion cycle.  $5 \times 3 = 12$

**[TOTAL MARKS 30]**

**QUESTION 4**

a) Name four (4) economic systems and their influence on clothing or dress of their citizens, citing examples. 4 x 4 = 16

b) From the field trip to the Swaziland Museum, write about the following topics under cultural dynamics:

- i) What did the reed dance girls wear in the olden days? 5
- ii) What do the reed dance girls wear now, in the 21<sup>st</sup> century? 5
- iii) Describe the differences you observed on the above two cultural attires. 4

**[TOTAL MARKS 30]**