

**2<sup>nd</sup> SEM. 2011/12**



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TADM 410 (M)**

**UNIVERSITY OF SWAZILAND**

**FINAL EXAMINATION PAPER**

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

**COURSE CODE : TADM 410**

**TITLE OF PAPER : PRODUCT DEVELOPMENT**

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

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

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GRANTED BY THE CHIEF INVIGILATOR**

**QUESTION 1 [COMPULSORY]**

- (a) State the role of product development and what does the design process include. (12)
- (b) Compare the May-Plumlee and Little's product development model and the Watkin's model. Include the suitability of model to specific product development situations.  $2 \times 14 = (28)$

**[Total Marks = 40]****QUESTION 2**

- (a) For producers to know the needs of customers well, they need to gather data on them. There are different approaches used to determine consumer groups. One approach is through using the LSM descriptors developed by the South African Company.
- i) Define LSM and who formulated it. (3)
- ii) Briefly state the demographic information of people who fall under the last three (3) levels (8 to 10). (15)
- State two (2) general information for people in the levels identified in ii)

 $2 \times 2 \times 3 = (12)$ **[Total Marks = 30]****QUESTION 3**

- (a) Generational cohorts are one aspect of defining or describing consumer segments. State and briefly describe the difference between the **four (4)** generations that existed in the 20<sup>th</sup> century (1900 -1999).  $4 \times 4 = (16)$
- b) In determining the customer needs, what would be the difference between males and females in your age group (21 to 31 years in terms of planned spending categories? (10)
- (c) Explain agile manufacturing in the context of a virtual supply chain. (4)

**[Total Marks = 30]****QUESTION 4**

- (a) Briefly explain the outline of what a business plan involves to help guide your thoughts in conceptualising your business venture. (9)

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- (b) Negotiation is crucial in sourcing apparel products. Explain the **three (3)** areas that need negotiations.  
**3 x 3 = (9)**
- (c) Before contracting a company for any business, you need to evaluate its strategic position and how your sourcing decisions will affect that company and yourself. Briefly explain **four (4)** factors that need to be considered that go beyond international and regional trade agreements.  
**4 x 3 = (12)**

**[Total Marks = 30]**