UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME : BARCHELOR OF SCIENCE IN TEXTILE APPAREL DESIGN and MANAGEMENT YEAR III

COURSE CODE : TADM 303

TITLE OF PAPER : DRESS AND HUMAN BEHAVIOUR

TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS : 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 (COMPULSORY)

a) Describe self-concept.   **(20 Marks)**

b) Differentiate between body modifications and body supplements. Give **four (4)** examples
for each.   **(20 Marks)**

[TOTAL MARKS = 40]

QUESTION 2

a) Describe how developmental factors influence choice of dress at the following stages.
   i)   Infancy
   ii)   Toddler
   iii)   Middle childhood
   iv)   Adolescence   **(12 Marks)**

b) Discus **three (3)** points on how subcultures impact fashion change.   **(12 Marks)**

c) Explain **four (4)** messages conveyed by clothing.   **(8 Marks)**

[TOTAL MARKS = 30]

QUESTION 3

a) Discuss **four (4)** factors that influence clothing or fashion change.   **(4x5 = 20 Marks)**

b) Explain **five (5)** physiological channels of communication in dress.   **(10 Marks)**

[TOTAL MARKS = 30]

QUESTION 4

a) Name and explain **three (3)** forms of "dress" and give **two (2)** examples for each.

(12 Marks)

b) Discuss with examples the **three (3)** different subcultures and give **three (3)** reasons for
their emergence.   **(12 Marks)**

c) Explain **three (3)** factors that influence human behaviour.   **(6 Marks)**

[TOTAL MARKS = 30]

d) Differentiate between "dress" as a verb and "dress" as a noun.   **(4 Marks)**

e) Differentiate between conformity and individualism in dress in relation to self-concept.

(6 Marks)