

2<sup>ND</sup> SEM. 2012/13



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TADM 410 (M)

**UNIVERSITY OF SWAZILAND**

**FINAL EXAMINATION PAPER**

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

**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) The product development process differs from product to product based on the type of product made. Briefly explain how the different types of products differ when being developed.

**(6 x 3 = 18 Marks)**

- (b) Psychographic data is vital in availing information about consumers to product developers. Describe the sort of data the product developers look for under this subheading.

**(12 + 10 = 22 Marks)**  
**[TOTAL MARKS = 40]**

**QUESTION 2**

- (a) Explain how the demographic data assist a product developer in conceptualising or finalising the particulars of a design idea.

**(20 Marks)**

- (b) Describe **five (5)** principles/areas that are used to assess production facilities participating in the Worldwide Responsible Apparel Production Certificate Program when sourcing products.

**(10 Marks)**  
**[TOTAL MARKS = 30]**

**QUESTION 3**

- (a) Using the Watkin's Functional Design model, describe the analytic process that occurred when you were developing your product using the first **five (5)** steps.

**(15 Marks)**

- (b) What is the basis/foundation of the Functional Design model in product development?

**(5 Marks)**

- (c) Briefly describe the level **seven (7)** of the LSM levels.

**(10 Marks)**  
**[TOTAL MARKS = 30]**

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**QUESTION 4**

- (a) How does the LaBat and Sokoloski's product development model differ from Watkin's model?  
(5 x 2 = 10 Marks)
- (b) Why do you have to profile a company in the first place?  
(5 x 2 = 10 Marks)
- (c) Briefly state **five (5)** components of the business profile for your company in this course.  
(5 x 2 = 10 Marks)  
[TOTAL MARKS = 30]