UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME : BACHELOR 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) Discuss factors influencing dress needs through the **three (3)** stages of adulthood.

(3 X 6 = 18 Marks)

b) Name and discuss **four (4)** main reasons that resulted in the development of Dress and Human Behaviour as an area of study (subject). (4 X 3 = 12 Marks)

c) Explain **four (4)** modesty variables. (8 Marks)

d) Name **two (2)** examples of information conveyed through clothing.

(2 Marks)

[TOTAL MARKS = 40]

QUESTION 2

a) Discuss how the Swazi cultural dress has evolved over the years. Base your discussion on information gathered during a field trip to the Swaziland Museum. (10 Marks)

b) Describe the **four (4)** theories on why people wear clothes. (8 Marks)

c) Describe the **four (4)** factors that inhibit fashion change. (4 X 3 = 12 Marks)

[TOTAL MARKS = 30]

QUESTION 3

a) Compare and contrast **two (2)** types of adornment, give **two (2)** examples of each.

(2 X 4 = 8 Marks)

b) Explain what the following terms mean as they relate to gender identity.

i) Transvestites
ii) Transsexual
iii) Androgynies
vi) Gender queers (8 Marks)

c) Describe **four (4)** characteristics of culture. (8 Marks)

d) Describe "The looking glass self". (6 Marks)

[TOTAL MARKS = 30]

QUESTION 4

a) Discuss **four (4)** factors that encourage fashion diffusion.   **(8 Marks)**

b) Explain the **four (4)** points on cultural patterns of "dress".   **(8 Marks)**

c) What are **three (3)** psychological needs for "dress"?   **(6 Marks)**

d) Differentiate between intra-role conflict and inter-role conflict.   **(4 Marks)**

e) Explain how a political climate of country influences how people dress.

(4 Marks)

[TOTAL, MARKS = 30]