

2ND SEM. 2013/134



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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**

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

QUESTION 1 [COMPULSORY]

- (a) In this course you were required to exhibit your prototype at the end of the semester. What four considerations did you factor in organizing your exhibit?
(5 x 4 = 20 Marks)
- (b) When trying to secure an order for or marketing your company, what tool can better inform the buyer about your business and why?
(10 Marks)
- (c) In developing your prototype, describe the key principles of major consideration in the exploration phase of the designing framework.
(10 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- (a) You have been tasked with putting up an exhibition by your employer. Which type of exhibition would you opt for between a permanent exhibition, temporary exhibition and travel exhibition? Support your choice and explain why not the other two.
(3 x 3 = 9 Marks)
- (b) In designing a product, what is the importance of considering the LSM levels?
(10 x 2 = 20 Marks)
- (c) Define LSM.
(1 Mark)

[TOTAL MARKS = 30]

QUESTION 3

- (a) Demographic data on your target group is vital to consider in product development. Focussing on the gender, briefly describe the spending categories of men versus women who are between 30 – 40 years of age that can have an effect on your product. You can make reference to the class discussion or reality in Swaziland.
(10 x 2 = 20 Marks)
- (b) How does the Vals segmentation system help in decision making?
(2 x 4 = 8 Marks)
- (c) What is the business plan?
(2 Marks)

[TOTAL MARKS = 30]

QUESTION 4

(a) Differentiate between licenced product and store brands?

(2 x 5 = 10 Marks)

(b) How does ambient lighting differ from task lighting when making an exhibition?

(2 x 5 = 10 Marks)

(c) Describe **two (2)** factors to consider in planning an exhibit.

(2 x 5 = 10 Marks)

[TOTAL MARKS = 30]