



2nd SEM. 2014/2015

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**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**

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CHIEF INVIGILATON**

QUESTION 1 (COMPULSORY)

- a) Discuss the following:
- i) Dress as costume
 - ii) Dress as clothing
 - iii) Dress as apparel
 - iv) Dress as appearance
 - v) Dress as adornment
- (4 X 5 = 20 Marks)**
- b) List and discuss **four (4)** fashion role models instrumental in the spread of fashion.
(3 X 4 = 12 Marks)
- c) Define grammar of dress and list **three (3)** ways by which it is learnt. **(8 Marks)**

[TOTAL MARKS = 40]

QUESTION 2

- a) Explain the following terms in relation to dress.
- i) Polysemic
 - ii) Disagreement
 - iii) Eclectism
 - iv) Nostalgic
 - v) Post modernity
- (10 Marks)**
- b) Explain, with examples, why Dress and Human Behaviour is regarded as an interdisciplinary subject or course. **(10 Marks)**
- c) What is the role of socialisation in learning dress and identity? **(10 Marks)**

[TOTAL MARKS = 30]

QUESTION 3

- a) Explain what the following terms of non-verbal communication means.
- i) Kinetics
 - ii) Proxemics
 - iii) Paralinguistic
 - iv) Haptics
- (8 Marks)**
- b) Name and describe **three (3)** methods of fashion flow or fashion dissemination and give examples for each. **(9 Marks)**
- c) Describe **six (6)** aspects of “self” in relation to self-concept. **(12 Marks)**
- d) Name **two (2)** types of “dress” that indicate an individual’s role. **(1 Mark)**

[TOTAL MARKS = 30]

QUESTION 4

- a) Using a well labeled diagram, show and describe the fashion cycle. **(12 Marks)**
- b) Discuss, with examples, the different subcultures and give **three (3)** reasons for their emergence. **(12 Marks)**
- c) Describe the **three (3)** types of dress, give two examples for each. **(6 Marks)**

[TOTAL MARKS = 30]