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UNIVERSITY OF SWAZILAND

SUPPLEMENTARY 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 the cycle of clothing items in each category.
   i)   Fashion product
   ii)   Fad
   iii)   Classic

(3 X 5 = 15 Marks)

b)   Describe the following:
   i)   Appearance and culture
   ii)   Media and culture

(2 X 5 = 10 Marks)

c)   Name **two (2)** social class systems and discuss how they influence fashion flow.

(2 X 5 = 10 Marks)

d)   List **ten (10)** examples of information on dress that can be communicated non verbally through dress.   (5 Marks)

[TOTAL MARKS = 40]

QUESTION 2

a) Compare and contrast the modesty and immodesty theories, give examples when each could apply.   (10 Marks)

b) Define transgender; use the different transgender categories to elaborate why it is becoming difficult to identify one's gender and sex nowadays?   (10 Marks)

c) Describe the following terms as they relate to kinetics (behaviour) in non-verbal communication:
   i)   Facial expression
   ii)   Eye contact
   iii)   Body language
   iv)   Gestures
   v)   Physical appearance   (10 Marks)

[TOTAL MARKS = 30]

QUESTION 3

a) Explain **two (2)** factors that may result in an increased need to manage appearances during adulthood. **(2 X 5 = 10 Marks)**

b) What is a first impression? Give advice on the disadvantages of unfavourable first impression and how it can be avoided. **(10 marks)**

c) Explain conformity and individuality as important aspects of dress and human behaviour, give examples when each is necessary. **(10 Marks)**

[TOTAL MARKS = 30]

QUESTION 4

a) Explain how the following shape culture:

    i)   Sociofacts
    ii)   Mentifacts
    iii)   Artifacts   **(9 Marks)**

b) Name and describe **four (4)** types of corporal adornment, and give **two (2)** examples for each. **(4 X 3 = 12 Marks)**

c) Explain how global technological advancement has influenced dress. **(5 Marks)**

d) Describe the process of communication through dress. **(4 Marks)**

[TOTAL MARKS = 30]