

2ND SEM. 2014/15



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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**

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GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1 [COMPULSORY]

- (a) Discuss how thermoregulation is achieved by woven structures in different environments.

(10+ 2x5 = 20 Marks)

- (b) You are to design a disposable armpit pad, describe the critical factors for this new product.

(4 x 3 = 12 Marks)

- (c) Apparel functionality is one of the key attributes involved in functional wear. How can it be incorporated in apparel product development?

(8 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- (a) How does the functional design process in this course differ from fashion design?

(2 x 5 = 10 Marks)

- (b) A business profile is a good marketing tool for your company. Briefly explain **five (5)** components of a business profile that enable you to market your company well.

(5 x 3 = 15 Marks)

- (c) Briefly state the response from your target group on your new product.

(5 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- (a) Non-woven structures are also finished in different ways to offer comfort, aesthetics and functionality. Discuss **six (6)** mechanical ways of finishing a non-woven structure.

(18 Marks)

- (b) Describe **three (3)** factors to consider in planning an exhibit.

(3 x 4 = 12 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- (a) When designing for the ageing population, the designer should study the culture of the user. Discuss **four (4)** factors under culture that you have to consider.
(4 x 4 = 16 Marks)
- (b) Using an illustration, show the hierarchy of ease of recycling of selected textile related products.

(2 x 7 = 14 Marks)

[TOTAL MARKS = 30]