



2nd SEM. 2015/16

PAGE 1 OF 3

**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 the historical perspective on three major reasons that led to the evolution of dress and human behaviour in the nineteenth Century. (15 Marks)
- b) Show your understanding of the cultural perspective and discuss why the Swazi traditional authorities advised the attendees of the recent Marula festival to wear the Red and Orange traditional "*lihiya*" on Saturday and Sunday respectively. (10 Marks)
- c) Name and discuss how **three (3)** economic systems have influenced the dress and behaviour of their citizens. Give specific examples for each. (15Marks)

[TOTAL MARKS = 40]

QUESTION 2

- a) Describe each of the following as they relate to identity:
- i) Gender identity
 - ii) Cultural identity
 - iii) Religious identity
 - iv) Social identity
 - v) Ethnic identity
- (20 Marks)
- b) Explain and give specific examples of how prostitution the world over, has adopted the immodesty theory of wearing clothes. (10 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) Explain grammar of dress and describe with examples, the **three (3)** ways through which it is learnt. (12 Marks)
- b) Describe the physiological and social factors that influence dress and behaviour of adults through the **three (3)** different stages of adulthood. (12 Marks)
- c) Advise your friend on how to present and conduct herself during her upcoming interview in order to make a positive impression. (6 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- a) Explain **two (2)** premises of the symbolic interaction perspective that relates to clothing. (6 Marks)
- b) Describe **five (5)** conditions for fashion diffusion. (10 Marks)
- c) Describe nonverbal communication through dress and explain the following characteristics of nonverbal communication.
- i) Subconscious
 - ii) Contextual
 - iii) Ambiguous
 - iv) Cultural
 - v) Non discursive
- (4 + 10 = 14 Marks)

[TOTAL MARKS = 30]