



2nd SEM. 2015/16

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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) Define culture and discuss **four (4)** of its characteristics. (3 + 16 = 19 Marks)
- b) Describe with examples the **four (4)** aspects of body modification. (12 Marks)
- c) Name and describe **three (3)** special types of referents that may be influential to an individual's choice of dress and behaviour. (9 Marks)

[TOTAL MARKS = 40]**QUESTION 2**

- a) Explain **four (4)** meanings of the colour Red in **four (4)** different cultures. (8 Marks)
- b) What are gender roles? (2 Marks)
- c) Define the following terms and give examples for each as it relates to social psychology of clothing/dress:
- i) Social cognition
 - ii) Social influence
 - iii) Social norms
 - iv) Social categorisation
 - v) Prejudice

(5 X 4 = 20 Marks)**[TOTAL MARKS = 30]**

QUESTION 3

a) Define the following terms in relation to dress:

- i) Self-indication
- ii) Under coding
- iii) Appearance
- iv) Programme
- v) Review
- vi) Agency
- vii) Disagreement with dress
- viii) Structure
- ix) Paralinguistics
- x) Ethnocentrism

(20 Marks)

b) Describe the fashion item/ product life cycle.

(10 Marks)

[TOTAL MARKS = 30]

QUESTION 4

a) Learning about self is a life-long process. Describe the self as a process. **(10 Marks)**

b) Discuss how the Swazi cultural dress of the different genders and age groups has evolved over the years. Use the information gathered during the field trip to the National Museum.

(20 Marks)

[TOTAL MARKS = 30]