

255



2nd SEM. 2016/17

PAGE 1 OF 3

**UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER**

PROGRAMME : BACHELOR OF SCIENCE IN TEXTILE
APPAREL DESIGN AND MANAGEMENT YEAR
II & III

COURSE CODE : TAD212/ 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) Write a short paragraph of not more than $\frac{1}{2}$ a page on how the following influence dress and behaviour during the different stages of adulthood.

- i) Marriage
- ii) Divorce
- iii) Raising children
- iv) Physical/ bodily changes
- v) Widowhood
- vi) Retirement

(30 Marks)

b) Describe the clothing symbolic interaction perspective. Discuss **three (3)** points on its Active versus Passive theory. (4 + 6 = 10 Marks)

[TOTAL MARKS = 40]

QUESTION 2

a) Advise a group of new mothers on how physiological and cognitive developmental factors influence dress and behaviour during the **four (4)** childhood stages. (20 Marks)

b) Explain **five (5)** nonverbal messages conveyed by clothing. (10 Marks)

[TOTAL MARKS = 30]

QUESTION 3

a) Describe the **three (3)** fashion diffusion theories. Give **two (2)** practical examples of the direction and the social classes involved in each theory (18 Marks)

b) Discuss **four (4)** psychological needs human being address through dress. (12 Marks)

[TOTAL MARKS = 30]

257

QUESTION 4

a) Discuss and give **two (2)** practical examples and the role of the media in each of the following aspects of culture.

- i) Cultural Relativism
- ii) Cultural Universals
- iii) The Holistic Approach to culture
- iv) Ethnocentrism

(4 X 6 = 24 Marks)

b) Define the following terms:

- i) Stigma
- ii) Stereotype
- iii) Halo Effect

(6 Marks)

[TOTAL MARKS = 30]