

258



2<sup>nd</sup> SEM. 2016/17

PAGE 1 OF 3

**UNIVERSITY OF SWAZILAND**  
**RESIT/SUPPLEMENTARY 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**

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INVIGILATOR**

**QUESTION 1 (COMPULSORY)**

a) Discuss the following as they relate to the different types and functions of dress, and give **two (2)** examples for each:

- i) Body modification
- ii) Appearance management
- iii) Satorial Adornment
- iv) Scarification
- v) Contortion

**(5 X 4 = 20 Marks)**

b) Swaziland is one of the few countries that have successfully preserved their tradition and culture. Discuss and give examples of the role of the Swazi tradition, culture and dress in unifying the Swazi nation.

**(20 Marks)**

**[TOTAL MARKS = 40]**

**QUESTION 2**

a) Describe the different stages of the fashion cycle, under the following subheadings:

- i) Retail stores where fashion apparel at different stages of the cycle is available
- ii) Consumer reception and /or acceptability of apparel at each stage
- iii) Apparel quantities, prices and profits at each stage
- iv) Fashion role model responsible at each stage.

**(20 Marks)**

b) Discuss and give examples of how technological advancement has contributed to the increase in body modification observed nowadays.

**(10 Marks)**

**[TOTAL MARKS = 30]**

**QUESTION 3**

- a) Discuss the dress and behaviour of **one (1)** tribe /social group in Africa or abroad that you studied.  
(20 Marks)
- b) Subcultures are groups that exist within the main culture of a society.
- i) Name and describe **two (2)** subcultures prevalent among the youth globally. (6 Marks)
- ii) List **two (2)** ways each subculture in i) above has influence fashion change among the youth.  
(4 Marks)

[TOTAL MARKS = 30]

**QUESTION 4**

- a) Discuss **four (4)** factors that influence clothing or fashion change. (20 Marks)
- b) What is identity? Describe the **four (4)** different forms of identity and give one examples for each.  
(10 Marks)

[TOTAL MARKS = 30]