

2nd SEM. 2016/17



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UNIVERSITY OF SWAZILAND
MAIN EXAMINATION PAPER

PROGRAMME : **BACHELOR OF SCIENCE IN
TEXTILES, APPAREL DESIGN AND
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) Special factors have to be considered in designing for the ageing population. What **four (4)** factors should you consider in developing products for this group of people?
(4x3 = 12 Marks)
- (b) Spending patterns of your intended target group are to be factored in product development to be successful in your business. Briefly describe spending patterns of men and women at ages 30 to 40 years as discussed in class.
(10x2 = 20 Marks)
- (c) For a new product to be successful in the market, the company has to ensure that it is sensitive to different factors. Describe the influential factors.
(8 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- (a) Explain key parameters to consider in designing a washable diaper for a baby using the Watkin's framework.
(10 Marks)
- (a) How does ambient lighting differ from task lighting when making an exhibition?
(5x2 = 10 Marks)
- (b) Briefly describe the action points that can be used to minimize the effects of smart clothing and wearable technology on the environment.
(5x2 = 10 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- (a) Describe the demographic information for the first **four (4)** Living Standards Measure (LSM) levels.
(4x3 = 12 Marks)
- (b) How does pattern making for 3D in functional wear differ from traditional pattern making in 2D?
(10 Marks)
- (c) How has the geographic positioning system been incorporated in textiles?
(8 Marks)

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[TOTAL MARKS = 30]
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QUESTION 4

- (a) The end of the product life cycle of a smart clothing involves electrical and electronics equipment waste. How can you deal with such waste as an apparel designer?
(5x2 = 10 Marks)
- (b) In planning an exhibition, how do audience and subject influence your ideas for an exhibit?
(5x2 = 10 Marks)
- (c) In designing functional wear for people with disability, there are principles to be considered. State the principles to guide one in designing inclusive products.
(4 Marks)
- (d) Discuss the importance of people-centred design in apparel for people living with disability.

(5 Marks)
[TOTAL MARKS = 30]