



1ST SEM. 2004/2005

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME: **BACHELOR OF SCIENCE IN HOME
ECONOMICS – TEXTILE & APPAREL
DESIGN MANAGEMENT: YEAR V**

COURSE CODE: **TAD 503**

TITLE OF PAPER: **APPAREL & TEXTILE MERCHANDISING**

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

a) Define or explain the following terms:

- i. Merchandising
 - ii. Fashion
 - iii. Fad
 - iv. Silhouette
 - v. Classic
- (15)

b) Can designer, manufacturer, or retailer force unwanted fashion on consumers? Explain your answer.

(25)

Question 2

Name any five types of retailers and explain their characteristics.

(30)

Question 3

What do you understand by assortment planning? What are the major goals of assortment planning?

(30)

Question 4

What are the powerful intangibles of fashion and how they influence shaping of a fashion?

(30)