

2ND SEM. 2005/2006



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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN HOME
ECONOMICS AND HOME
ECONOMICS EDUCATION [TEXTILE
AND APPAREL DESIGN
MANAGEMENT] YEAR V**

COURSE CODE : TAD 502

**TITLE OF PAPER : SOCIO-PSYCHOLOGICAL ASPECTS
OF CLOTHING**

TIME ALLOWED : TWO (2) HOURS

**INSTRUCTIONS : ANSWER QUESTION ONE (1)
AND ANY OTHER (2) QUESTIONS**




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GRANTED BY THE CHIEF INVIGILATOR**

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Question 1 [Compulsory]

Body type communicates a variety of meanings, particularly as it relates to physical attractiveness. Three general types, each capable of arousing several stereotypes about personality, can be identified.

Use Dr. Sheldon's description of three *Body Types and the associated Personality Traits* to define physical differences in appearance. (Use the diagram and drawings for your illustrations). [8 Marks]

Sheldon's Somatotype	Character/traits	Shape	Picture
			
			
			

- Ethnic stereotypes are often described as either positive or negative. Define ETHNIC STEREOTYPE and discuss it in both situations (negative and positive). [8 marks]
- Give and explain the four early Theories on Why People Wear Clothing. [8 marks]
- Define the term Communication Process and show with diagram, its composition or dimension. [8 marks]
- The body itself can make certain physiological adjustments to changes in the natural environment, particularly changes in temperature and oxygen content of the air. Define the terms HABITUATION and ACCLIMATIZATION in this context. [8 marks]

[Total marks = 40]

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Question 2

- a. What is non-verbal communication? [8 marks]
 - b. Humans use nonverbal communication because: (give five reasons) [10 marks]
 - c. What aspects of life in a large-scale culture make it unlikely that members of that culture dress alike? Give reasons from (1) population and residency patterns, (2) Polity, and (3) Religion [12 marks]
- [Total marks = 30]**

Question 3

- a) Name and briefly explain the **Three types of Dressing** [10 marks]
 - b) What is female genital mutilation and Why FGM is practised? (Briefly give three reasons for the practise). [12 marks]
 - c) What are the causes of differences and variations in physical characteristics of Human? [8 marks]
- [Total marks = 30]**

Question 4

- a) Whilst female circumcision has attracted international condemnation and criticism, Swazi's want to circumcise the male population. Why? (Give the general benefits of male circumcision). [12 marks]
 - b) Name the Types of nonverbal communication. [8 marks]
 - c) Define these terms and give examples of each (Channels of Nonverbal Communication): PROXEMICS, KINESICS, and FACIAL EXPRESSION AND EYE BEHAVIOUR. [10 marks]
- [Total marks = 30]**