



PAGE 1 OF 3

1ST SEM. 2005/2006

UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME : **BACHELOR OF SCIENCE IN HOME
ECONOMICS EDUCATION AND
HOME ECONOMICS 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**[40 marks]**

- a) What is Haute Couture? [8 marks]
- b) Who dictates fashion trends? [6 marks]
- c) Describe the Cycle of Fashion [10 marks]
- d) Explain the three Types of Designers in the high fashion industry [8 marks]
- e) What factors accelerate the adoption of new fashions? (Give four factors) [8 marks]

Question 2**[30 marks]**

- a) Describe the Global Fashion Industry Flow Chart in terms of:
 - I. PRIMARY MARKET;
 - II. SECONDARY MARKET, and
 - III. RETAILERS.
 (List the various segments under each market) [6 marks]
- b) What is the AUXILIARY FASHION INDUSTRY? Name four of the auxiliary service industry and briefly state the role it contributes to the global fashion industry? [6 marks]
- c) In the fashion business, there is often Business Expansion and Growth, which is normally divided into Internal and External expansion. Describe these terms.
 - I. Horizontal expansion and Vertical Integration (Internal Expansion)
 - II. Mergers and Diversification (External expansion) [8 marks]
- d) What is Franchise? Give the Advantages of Franchising [10 marks]

Question 3**[30 marks]**

Define and explain these terms

- a) Off-shore Production [8 marks]
- b) What is a sweatshop, and where are sweatshops found? [10 marks]
- c) Specialty Stores [6 marks]
- d) Factory Outlet Stores [6 marks]

Questions 4

[30 marks]

- a) What are Product Lines and who develops them? [8 marks]
- b) Fiber Distribution: explain the three ways fiber producers sell their goods. [6 marks]
- c) Explain these two Theories of Fashion Adoption: [6 marks]
 - i. Downward-Flow Theory
 - ii. Horizontal-Flow Theory
- d) When Predicting the Movement of Fashion, (Interpreting Influential Factors), the forecaster also considers factors that accelerate or retard a fashion cycle. List and briefly explain three such factors. [10 marks]