



1ST SEM. 2007/2008

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN
HE, HEE and TADM YEAR III**

COURSE CODE : TADM 303

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

TIME ALLOWED : TWO (2) HOURS

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

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN
GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1 [COMPULSORY]

- (a) Clothing is one of the basic needs that humans should have to sustain their lives. Discuss why human beings wear clothing. You can make examples using current or past experiences.

4 X 9 = [36 marks]

- (b) Describe how the political environment influences what people wear.

[4 marks]

[Total marks = 40]

QUESTION 2

- (a) Appearance has different interpretation or denotations based on different contexts. Using one example, explain how interpretations differ for the three kinds of contexts discussed in class.

[9 marks]

- (b) Describe the three channels of communicating non-verbally with examples, and the three characteristics of non-verbal communication again with examples to support you explanations.

9 + 9 = [18 marks]

- (c) What key ingredients have to be true for communicating non-verbally?

[3 marks]

[Total marks = 30]

QUESTION 3

- (a) Define fashion, fashion cycle and explain what the fashion cycle involves.

[20 marks]

- (b) What is a first impression? Explain what a favourable first impression can do for an individual?

[10 marks]

[Total = 30 marks]

QUESTION 4

- (a) Explain how impression formation and impression management occur using a practical example. State how they relate to each other. [20 marks]
- (b) Define the following:
- (ii) Ideal self perception
 - (iii) Cognitive dissonance
 - (iv) Body cathexis
 - (v) Body image
 - (vi) Self concept

[10 marks]

[Total marks = 30]



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