

1ST SEM, 2009/2010



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UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN
HOME ECONOMICS, HOME
ECONOMICS EDUCATION AND
TEXTILE APPAREL DESIGN
MANAGEMENT YEAR III**

COURSE CODE : TADM 303

**TITLE OF PAPER : SOCIAL-PSYCHOLOGY OF
CLOTHING**

TIME ALLOWED : TWO (2) HOURS

**INSTRUCTION : ANSWER QUESTIONS ONE (1) AND
ANY OTHER TWO (2) QUESTIONS**

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GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1

- a) What type of discipline is social-psychology of clothing? 2
- b) List and discuss four (4) "Smart" garments that will make fashion and function very different in the near future. $4 \times 3 = 12$
- c) By means of a well labelled diagram, show the fashion cycle or fashion change. 12
- d) Discuss in detail, four (4) reasons that led to the development of social-psychology of clothing as a subject. $4 \times 3 = 12$
- e) What is nano-technology? 2

[TOTAL MARKS 40]

QUESTION 2

- a) Describe two (2) reasons for passing religious sumptuary laws. 4
- b) Name and discuss four (4) theories on why people wear clothes? $4 \times 3 = 12$
- c) What does the Koran say about dress code of Islamic women believers? 5
- d) List and discuss three (3) fashion role models who help to spread fashion. $3 \times 3 = 9$

[TOTAL MARKS 30]

QUESTION 3

- a) List and discuss four (4) economic systems and their influence on clothing of their citizens, include examples. $4 \times 3 = 12$
- b) Briefly describe a situation where nano-technology companies partner with clothing companies. 4
- c) Name and discuss three (3) methods of fashion flow or dissemination, giving examples. $3 \times 3 = 9$
- d) Describe four conditions when diffusion of fashion is likely to take place. 5

[TOTAL MARKS 30]

QUESTION 4

- a) Explain what the wearing of a girdle means under the Judaism religion?
3
- b) List and discuss five (5) messages conveyed by clothes and give examples.
 $5 \times 3 = 15$
- c) Name and discuss four (4) factors that encourage fashion changes. $4 \times 3 = 12$

[TOTAL MARKS 30]