

The Open University of Sri Lanka
Faculty of Engineering Technology
Department of Textile and Apparel Technology



Study Programme	: Bachelor of Industrial Studies Honours
Name of the Examination	: Final Examination
Course Code and Title	: TAI3342/TTI3142 Concept of Fashion
Academic Year	: 2017/18
Date	: 24th January 2019
Time	: 0930-1230hrs
Duration	: 3 hours

General Instructions

1. Read all instructions carefully before answering the questions.
 2. This question paper consists of Seven (7) questions in Four (4) pages.
 3. Answer Question 01, which is compulsory and any other four (04) questions. All questions carry Twenty (20) marks each.
 4. Answer for each question should commence from a new page.
 5. This is a Closed Book Test (CBT).
 6. Answers should be in clear hand writing.
 7. Do not use red colour pen.
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Compulsory Question

01. a) When looking at the evolution of clothing, we can see three (03) main different periods of times in the past. What are they? (03 marks)
- b) Explain how the following mentioned cloths/uniforms protect the wearer.
- i. Doctor
 - ii. Fire Fighter
 - iii. Mechanics
- (06 marks)
- c) Who are the five (05) main types of fashion adopters? (05 marks)
- d) Name three (03) main variations in fashion adoption. (03 marks)
- e) State three (03) items of fashion accessories that are used to supplement one's garments. (03 marks)

Answer any four (04) questions from the following six (06) questions.

02. a) Briefly explain the clothing style of ancient Rome with examples. (06 marks)
- b) Briefly explain how clothing protects the body in following situations.
- i. From Cold Climate
 - ii. From Warm Climate
 - iii. From Sun Rays
- (06 marks)
- c) Briefly explain with examples what you understand by the term "modesty" in clothing. (05 marks)
- d) With clothing we can communicate various social identities. Name three (03) of them. (03 marks)

03. a) Explain how the following factors influenced Fashion Evolution.

- i. Segmentation of different classes in the society.
- ii. Laws and legislations
- iii. Rebellions

(06 marks)

b) Explain with examples, "Evolution" which is one of the main principles of how fashion moves. (10 marks)

c) Briefly explain the four (4) main stages of product life cycle given below.

- i. Development
- ii. Growth
- iii. Maturity
- iv. Decline

(04 marks)

04. a) Paying attention to the family role is crucial in fashion industry, as the person purchasing the item of clothing may not be the end user of the product. Discuss this concept with a suitable practical example.

(10 marks)

b) The amount of money consumers spent on fashion and other goods depends on their income. Briefly explain the meaning of each of the following types of incomes.

- i. Personal income
- ii. Disposable income
- iii. Discretionary income

(06 marks)

c) Computer integrated manufacture (CIM) is the ultimate integration of flow in a company. Name four (4) specific areas that the CIM can be divided into in a clothing company. (04 marks)

05. a) Briefly explain the four (4) levels of markets in the fashion industry given below.

- i. Ready-to-wear market
- ii. High street market
- iii. Designer label
- iv. Haute couture.

(12 marks)

b) Explain two (02) advantages and two (02) disadvantages of Mass production. (04 marks)

c) Name eight (08) famous fashion designers of the world. (04 marks)

06. a) Write three (03) examples to prove how people sacrifice the comfort function over the other functions of clothing. (06 marks)

b) Clothing has several physiological requirements. Explain three (03) of them. (06 marks)

c) Briefly state what you understand by the terms self-image, ideal self-image, social self-image and ideal social self-image. (05 marks)

d) Name six (06) fashion capitals of the world. (03 marks)

07. Write short notes on any four (04) of the following. (20 marks)

- a) Kandyan Era clothing in Sri Lanka
- b) Communication through clothing
- c) A principle of predicting correct fashion styles – “Repeating itself”
- d) Fashion opinion leaders
- e) Reverse adoption
- f) Outsourcing
- g) Associated learning