

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 : TAI5543/TAI5552 Principles of Fashion Design  
Academic Year : 2020/21  
Date : 15<sup>th</sup> February 2022  
Time : 09:30-12:30 Hrs  
Duration : **3 hours**

### General instructions

1. Read all instructions carefully before answering the questions.
2. This is an Close Book Test (CBT).
3. Write down your Index Number in all the pages of answer scripts.
4. This question paper consists of **six (06)** questions in **three (03)** pages.
5. Answer the question one (Q1), which is compulsory and another four (04) questions only. Each question carries 20 marks. Do not write answers to the additional questions.
6. Answer for each question should commence from a new page. If a question has many parts, all the parts should be answered in the chronological order under the same question.
7. Write down the answered question numbers in the cover page of the answer book.
8. Answers should be in clear handwriting. Do not use red colour pens to write the answers.

**Compusary question**

01. a. Explain the term "Modesty" in clothing. (04 marks)
- b. Name four (04) factors that affect the microclimate surrounding that created by the clothing and body. (04 marks)
- c. State four (04) reasons for consumers to buy clothing. (04 marks)
- d. A fashion collection is a range of garment styles which are designed for a particular market. Name four (04) things that need to consider for designing a fashion collection. (04 marks)
- e. Fashion forecasting is a method of forecasting fashion trends. Write four (04) techniques that are used to do fashion forecasting. (04 marks)

**Answer any four (04) questions from following five questions**

02. a. "Fashion is a product or a concept?" Answer this question in your point of view with suitable examples. (05 marks)
- b. Briefly explain three (03) styling categories of women's wear collections according to the end customer requirement. (09 marks)
- c. Explain two (02) influencing factors on fashion in a particular cultural gathering. (06 marks)
03. a. "Fashion is created by a leader and imitated by others." Explain this statement in your point of view using suitable examples. (05 marks)
- b. Briefly explain three (03) general principles of fashion movements in the society. (09 marks)
- c. Briefly explain three (03) factors that consider for fabric selection for fashion products (06 marks)
04. a. "Fashion mirrors society". Explain this statement in your point of view using suitable examples. (05 marks)
- b. Explain three (03) influencing factors that affected "Fashion evolution". (09 marks)
- c. Explain two (02) features of fashion figure proportions in a "Fashion illustrations" which are different to the classic figure proportions. (06 marks)

05. a. "There are examples from modern-day societies where people neglect the protective function or even comfort of clothing." Explain this statement in your point of view using suitable examples. (05 marks)
- b. Explain three (03) factors that are able to communicate through clothing with suitable examples. (09 marks)
- c. Briefly explain two (02) fashion companies which are becoming international enterprises in the world. (06 marks)
06. Explain four (04) topics out of five as shown below. (20 marks)
- a. Protective clothing for Extreme cold, snow, ice
  - b. Theory of Freud and Flugel points towards the clothing
  - c. Mass Dissemination
  - d. Lasting Fashion
  - e. Christian Dior

