

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	: TAI4371 Concepts of Fashion
Academic Year	: 2020/2021
Date	: 19 th January 2022
Time	: 14:00-17:00 Hrs
Duration	: 3 hours

1. This is a Closed Book Test (CBT).
2. Write down your Index Number in all the pages of answer scripts.
3. Answer the question one (Q1), which is compulsory and four (04) more questions from Q2 to Q7. All questions carry equal marks (20 marks).
4. 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.
5. Write down the answered question numbers in the answer book.
6. Do not write answers to the additional questions. Marks will not be given to the last question answered.
7. Answers should be in clear handwriting.
8. Do not use red colour pens to write the answers.

Compulsory question

01. a. State four (04) basic functions of clothing. (04 marks)
- b. Name four (04) specific areas of Computer Integrated Manufacturing. (04 marks)
- c. Name two (02) factors that influenced the fashion evolution. (02 marks)
- d. Name five (05) psychological factors that play a role in consumer decision making process. (05 marks)
- e. Write three (03) main variations of fashion adoption. (03 marks)
- f. Briefly explain the term "Diffusion" in related to fashion. (02 marks)

Select four (04) questions out of six (Q02 -Q07)

02. a. Briefly explain three (03) important features of clothing used in middle stone age-Neandertal period. (06 marks)
- b. Briefly explain two (02) main features of Sri Lankan Kandyan era clothing in related to the social classification and influences. (04 marks)
- c. Briefly explain five (05) main features belong to Ancient Egyptian clothing related to the clothing styles, accessories, colours etc. (10 marks)
03. a. Explain the way of UV protection occurred through clothing. (04 marks)
- b. Explain five (05) ways that clothing acts as a mode of communication with suitable examples. (10 marks)
- c. Briefly explain two (02) qualities to be considered when manufacturing below two protective clothing. (06 marks)
1. Snowboarder's clothing
 2. Fire fighter's clothing

04. a. Briefly explain the theory of "Traditional fashion adoption" in your point of view. (04 marks)
- b. Draw basic, fashion and fad cycles and name the axis and main points. (06 marks)
- c. Compare and contrast the main ideas in basic, fashion and fad cycles classification with suitable examples. (06 marks)
- d. Name two (02) consumer types of Fashion adopters and briefly explain how different marketing strategies should be used to reach each of these consumer types. (04 marks)
05. a. Name six (06) types of social factors that influence on consumer behaviour. (06 marks)
- b. Family decisions can be identified according to different degrees of influences which the husband-and-wife use for given product choices. Briefly explain three (03) classification of it. (06 marks)
- c. Briefly explain four (04) main ideas that why people influence others about fashion products and services. (08 marks)
06. a. Explain the "Selective attention" stage in the perceptual process of filtering and refining the marketing stimuli into a unique marketing experience. (06 marks)
- b. Briefly explain the term "Cognitive learning". (06 marks)
- c. Describe four (04) garment categories according to the market levels with examples. (08 marks)
07. Explain four (04) topics out of five as shown below. (20 marks)
- Hurbert Blumer's collective theory
 - Qualities which effects on the rate of adoption of an innovation
 - Maslow's Hierarchy of needs
 - Computer aided designing
 - Vertical integration

