

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	: 2021/22
Date	: 31 st January 2023
Time	: 09:30-12:30 Hrs
Duration	: 3 hours

- 1) Read all instructions carefully before answering the questions.
- 2) This question paper consists of **six (6)** questions in three **(3)** pages.
- 3) This is a Closed Book Test (CBT).
- 4) Write down your **Index Number** in all the pages of answer scripts.
- 5) Answer the **question one (Q1), which is compulsory** and four (04) more questions from Q2 to Q6. All questions carry equal marks (20 marks).
- 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 front cover of the answer book.
- 8) Do not write answers to the additional questions. Marks will not be given to the last question answered.
- 9) Answers should be in clear handwriting.
- 10) Do not use red colour pens to write the answers.

Compulsory question

01.

- a. State three (03) psychological requirements of clothing. (03 marks)
- b. Write four (04) general principles of fashion movement. (04 marks)
- c. Name three (03) factors that influenced the rate of distribution of an innovation. (03 marks)
- d. Name four (04) major stages of "Fashion life cycle". (04 marks)
- e. Write four (04) social factors that effect on consumer behavior. (04 marks)
- f. Name two (02) types of income of a person. (02 marks)

Answer four (04) questions from Q2 to Q6

02.

- a. Briefly explain two (02) important features of "Clothing technology" used in the Iron Age. (04 marks)
- b. Briefly explain four (04) main features of "Ancient Mesopotamian clothing". (08 marks)
- c. Briefly explain four (04) main features of "Ancient Roman clothing". (08 marks)

03.

- a. Explain the "Ventilation function" of clothing with two (02) examples. (10 marks)
- b. Briefly explain two (02) ways of clothing provides the protection and comfort in warm climatical situations. (04 marks)
- c. Briefly explain two (02) ways of achieving "Modesty" with examples related to different cultures. (06 marks)

04.

- a. Explain the term "Reverse adoption" in your point of view. (06 marks)
- b. Explain the influence of "Laws and legislations" on fashion evolution. (06 marks)
- c. Write four (04) features of "Opinion leaders" in your point of view. (08 marks)

05.

- a. Write four (04) benefits of having "Mass production" in apparel industry. (08 marks)
- b. Explain the term "Outsourcing". (06 marks)
- c. Briefly explain two (02) components of "Attitude" as a psychological factor for consumer behaviour. (06 marks)

06.

- a. Explain the term "Associated learning". (06 marks)
- b. Explain two (02) stages of "Perceptual process" of filtering and refining the market stimuli in to a marketing decision. (08 marks)
- c. Write three (03) benefits of having computer-based management systems and software packages in Apparel industry. (06 marks)

