THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF INDUSTRIAL STUDIES
FINAL EXAMINATION- 2011/2012
TTI3142 - CONCEPT OF FASHION
DURATION – THREE HOURS

DATE: 28 FEBRUARY 2012 TIME: 0930-1230 HOURS

Total Number of Questions = 07 Number of Questions to be answered = 06
Answer Question 1, which is compulsory and additional five (05) questions.

Question 1 carries twenty-five (25) marks and Questions 2 to 7 carry fifteen (15) mark each.

1. (a.) What does the word "Clothing" means? (3 Marks)
   (b.) State three (03) purposes of wearing cloths (3 Marks)
   (c.) State five (05) factors, which influence fashion evolution (5 Marks)
   (d.) What are the sociological factors that affect consumer behavior? (6 Marks)
   (e.) What are "Fad" products? (3 Marks)
   (f.) State three (03) examples for fashion accessories. (3 Marks)
   (g.) What is 'Vertical Integration' in mass production? (2 Marks)

2. (i) Describe the invention and evolution of the sewing needle and its impact on the clothing industry in the ancient times. (7 Marks)
   (ii) Compare and contrast the costumes of Medieval / Renaissance and Elizabethan periods in the Ancient Europe (8 Marks)

3. (i) How fashion could be described as a form of art? Explain with suitable examples. (6 Marks)
   (ii) Explain how time influences fashion. (3 Marks)
   (iii) Explain how fashion makes big business. (6 Marks)

4. Explain how did the factors mentioned below, influenced Fashion Evolution in the ancient Europe.
   (i) Segmentation of different classes in the society (5 Marks)
   (ii) Display of physique (5 Marks)
   (iii) Laws and legislations (5 Marks)

5. (i.) What are the characteristics of stages of fashion cycle? Briefly explain each stage. (5 Marks)

   (ii) Explain the characteristics and the needs of Early Adopters. (6 Marks)

   (iii) Explain how consumer behaviour can influence fashion. (4 Marks)

6. (i.) Explain the role played by opinion leadership in determining consumer behaviour. (4 Marks)

   (ii.) Explain how life style changes can affect the fashion market. (5 Marks)

   (iii.) Describe the difference between Personal income, Disposable income and Discretionary income. (6 Marks)

7. Explain the rise of following fashion designers and their strengths as far as fashion business is concerned.

   (ii) Christian Dior (5 Marks)

   (iii) Ralph Lauren (5 Marks)

   (iv) Stella McCartney (5 Marks)