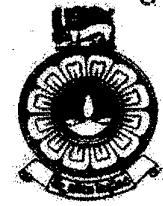


The Open University of Sri Lanka
Faculty of Engineering Technology
Department of Textile and Apparel Technology



Study Programme	: Bachelor of Industrial Studies Honours
Examination	: Final Examination
Course Code & Title	: TAI 4371 Concepts of Fashion
Academic Year	: 2022/2023
Date	: 31 th January 2024
Time	: 9:30-12:30 Hours
Duration	: 3 hours

General Instructions

1. Read all instructions carefully before answering the questions.
2. This is a Closed Book Test (CBT).
3. Write down your **Index Number** in all the pages of answer scripts.
4. This question paper has eight (08) questions in three (03) pages. Answer the **question one (01)**, which is **compulsory** and **four (04)** more questions. All questions carry equal marks 20 marks per each.
5. 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.
6. Write down the answered question numbers in the answer book.
7. Do not write answers to the additional questions. Marks will not be given to the last question answered.
8. Answers should be in clear handwriting.
9. Do not use red colour pens to write the answers.

Compulsory Question

01

- a. The Stone Age has been divided into three periods. Write those three (03) periods. (03 Marks)
- b. Write five (05) basic clothing items that practiced in the iron age. (05 Marks)
- c. Briefly explain the meaning of "Assembly line" (03 Marks)
- d. Name four (04) categories of apparel according to the market levels. (04 Marks)
- e. State two (02) advantages of internet shopping for fashion industry. (02 Marks)
- f. Name three (03) leading international fashion brands identified as "Fast Fashion" pioneers. (03 Marks)

Select four (04) questions out of seven (07)

02

- a. Name four (04) functions of clothing. (08 Marks)
- b. Write the functions of below mentioned two (02) garment categories. (04 Marks)
- c. Briefly Explain how insulation & ventilation of a garment can affect to a wearer. (08 Marks)

03

- a. Write five (05) general principles of Fashion movements. (Marks 05)
- b. Briefly explain two (02) main variations of fashion adoption. (06 Marks)
- c. Briefly explain three (03) stages of fashion life cycle with examples. (09 Marks)

04

- a. Explain "Haute Couture" garment category with examples. (04 Marks)
 - b. Briefly explain two (02) examples for religion influence on fashion. (06 Marks)
-
- a. Briefly explain five (05) consumer types of Fashion adopters related to marketing strategies in each of these consumer types. (10 Marks)

05

- a. Briefly explain four (04) types of social factors that influence on consumer behaviour with examples. (08 Marks)
- b. Explain four (04) types of factors that influence the rate of distribution. (12 Marks)

06

- a. Write two (02) main sources for consumer learning on fashion products. (04 Marks)
- b. Write five (05) psychological factors that plays a role in consumer decision making process. (10 marks)
- c. Briefly explain (03) types of income of a person. (06 Marks)

07

- a. Briefly explain four (04) computers applications practiced in the fashion and apparel industry. (08 Marks)
- b. Briefly explain recent technological developments come out with fashion and apparel industry with examples. (04 Marks)
- c. What are the briefly explain four (04) benefits of doing "Mass production" of clothing with examples. (08 Marks)

08 Write short notes on the following.

(20 Marks)

- a. The toga
- b. Heat Insulation
- c. Elsa Schiaparelli
- d. Rebellions influence on fashion evaluation
- e. Reverse Adoption