

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 Concept of Fashion
Academic Year	: 2024/25
Date	: 26 th February 2026
Time	: 09:30-12:30 hours
Duration	: 3 hours

General instructions

1. Read all instructions carefully before answering the questions.
2. This question paper consists of **seven (07)** questions in **three (03)** pages.
3. Write down your **Index Number** in all the pages of answer scripts.
4. Answer compulsory question number one (01) and any other four (04) questions.
5. All questions carry equal marks (20 marks).
6. Answer for each question should commence from a new page.
7. Do not use red colour pens.
8. This is a Closed Book Test (CBT).

Compulsory Question

- 01.
- a. Name two (02) basic clothing items worn by men and women during the "Iron Age". (04 marks)
 - b. Write two (02) types of fabrics that can be used to protect against "Rain and Wind." (02 marks)
 - c. Name two (02) kinds of "Heat loss" from the human body. (02 marks)
 - d. List three (03) types of "Fashion adopters" according to Everett M. Rogers' model. (03 marks)
 - e. Write three (03) reasons why consumers need to purchase clothing in present contexts. (03 marks)
 - f. Name three (03) components of "Attitudes" matter for consumer behavior. (03 marks)
 - g. Name three (03) levels in "Maslow's hierarchy of needs". (03 marks)

Answer any four (04) questions from the following six (06) questions

02.

- a. Briefly explain three (03) main periods of "Stone Age", related to the clothing practices in each stage. (09 marks)
- b. Write two (02) main features of female clothing practiced in Denmark during the Early Bronze Age. (04 marks)
- c. Name two (02) types of women's clothing that belonged to Ancient Egypt. (04 marks)
- d. Write three (03) factors that affect on "Ventilation" in clothing design. (03 marks)

03.

- a. Write two (02) roles played by clothing in relation to "Protection and comfort". (04 marks)
- b. Briefly explain two (02) "Physiological requirements" of clothing. (06 marks)
- c. Briefly describe two (02) ways of clothing that used to show "Political affiliations", with examples. (06 marks)
- d. Write two (02) ways how occupation influence on look of the fashion. (04 marks)

04.

- a. Briefly describe the term "Fashion" in your point of view. (04 marks)
- b. Briefly explain two (02) methods of "Fashion adoption". (06 marks)
- c. Briefly explain two (02) general principles practiced in "Fashion movement". (06 marks)
- d. Briefly explain social group influence on taking decisions for consumer buying behaviour on fashion garments. (04 marks)

05.

- a. Briefly explain two (02) factors that affect on "Rate of adoption of an innovation", according to Everett M. Rogers. (06 marks)
- b. Briefly define the term "Motivation factor" affected on consumer behavior. (04 marks)

- c. Briefly explain two (02) stages of the "Process of Perception" in fashion consumer behaviour. (06 marks)
- d. Name four (04) main cities of "Fashion capitals" in the world. (04 marks)

06.

- a. Write two (02) uses of Computer Aided Design (CAD) software in the apparel and fashion industries. (04 marks)
- b. Write three (03) functions of Computer-Aided Administration (CAA) software in the apparel and fashion industries. (06 marks)
- c. Briefly define the term "Mass production" in your point of view. (04 marks)
- d. Write three (03) advantages of practicing "3D body scanner" in the fashion and apparel industries. (06 marks)

07. Write short notes on any four (04) of the six given below. (20 marks)

- a) Ancient Roman men's wear
- b) Fashion life cycle
- c) Displaying the physique in fashion
- d) Intimate apparel
- e) Classification of apparel according to the Fashion market levels
- f) Elsa Schiaparelli

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