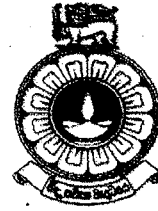


The Open University of Sri Lanka
Faculty of Engineering Technology
Department of Textile and Apparel Technology



Study Programme	: Bachelor of Industrial Studies Honours
Name of the Examination	: Final Examination
Course Code and Title	: TAI4474 Process of Fashion Design
Academic Year	: 2024/25
Date	: 25 th January 2026
Time	: 13.30-16.30 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 methods of "Collecting data" for research. (02 marks)
- b. Name four (04) primary "Market levels" in the fashion industry. (04 marks)
- c. Name two (02) main types of "Texture" practiced in design. (02 marks)
- d. Write the names of four (04) international fashion magazines. (04 marks)
- e. Write three (03) style variations related to "Patch pockets". (03 marks)
- f. Name three (03) types of "Computer software" commonly used in the fashion design development process. (03 marks)
- g. Write two (02) key characteristics of a successful entrepreneur in the fashion industry. (02 marks)

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

02.

- a. Name two (02) basic stages in the "Process of fashion designing". (04 marks)
- b. Explain below two (02) directional theories of fashion change. (06 marks)
 - i. Trickle-Up
 - ii. Trickle-Down
- c. Briefly describe three (03) main types of information that should be collected through "Customer survey". (06 marks)
- d. Write two (02) main characteristics of "Analogous colour scheme". (04 marks)

03.

- a. Name two (02) types of "Modern art movements" happened in 19th and 20th Centuries. (04 marks)
- b. Briefly describe important factors related to two (02) Sri Lankan traditional industries given below. (06 marks)
 - i. Handloom Industry
 - ii. Beeralu lace Industry
- c. Briefly explain three (03) key highlighting features of "Punk fashion style" that emerged in the 20th century. (06 marks)
- d. Describe the event "Fashion week" conducted in Fashion capitals. (04 marks)

04.

- a. Explain two (02) key features of the following blouse styles with the aid of rough sketches. (09 marks)
 - i. Peasant
 - ii. Bib
 - iii. Peplum
- b. Briefly describe three (03) important factors of "Design specification documents" used in the apparel production process. (06 marks)
- c. Write five (05) factors that need to be considered when determining the costing of a garment. (05 marks)

05.

- a. Briefly explain two (02) important factors to be considered when selecting fabrics for garment manufacturing. (06 marks)
- b. Briefly describe the purpose of "Toile making" in the fashion design process. (04 marks)
- c. Compare and contrast two (02) key features related to the "Heat transfer printing" and "Roller printing". (06 marks)
- d. Write two (02) main advantages of using "Draping techniques" in the fashion product development process. (04 marks)

06.

- a. Briefly describe the purpose of using "Visual merchandising techniques" as a fashion promotional activity. (04 marks)
- b. Briefly explain two (02) economic factors that influence the growth of entrepreneurship. (06 marks)
- c. Briefly explain two (02) types of "Fashion advertising" techniques. (06 marks)
- d. Briefly describe the role of "Recycling" in sustainable fashion. (04 marks)

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

- a) Benefits of Market Research
- b) Bibi Russel
- c) Laser Cutting
- d) Princess Line Dress Style
- e) Design Portfolio
- f) Marginal Cost

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