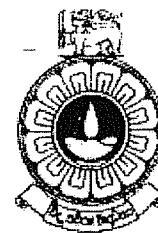


THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF TEXTILE AND APPAREL TECHNOLOGY
 BACHELOR OF INDUSTRIAL STUDIES HONOURS
 FINAL EXAMINATION- 2015/2016
 TTI3142-CONCEPT OF FASHION
 DURATION: 3 HOURS



Date: 24th November 2016

Time: 0930-1230 hrs

Total number of questions= 07

Number of questions to be answered = 05

Answer question 01, which is compulsory and four (04) additional questions.

Question 01 carries twenty (20) marks and question 02 to 07 carry twenty (20) marks each.

Compulsory Question

01. a) Name four (04) fashion adopters. (04 marks)
 b) Name three (03) world fashion capitals. (03 marks)
 c) List down four (04) major stages of the fashion life cycle. (04 marks)
 d) State three (03) areas that clothing used to communicate ideas. (03 marks)
 e) Name three (03) categories of apparel, according to the occasion. (03 marks)
 f) Name three (03) methods that used to flow fashion in the society. (03 marks)

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

02. a) "There are two main requirements in clothing known as physiological and psychological requirements". Describe three (03) physiological requirements of clothing. (12 marks)
- b) "Protective clothing is a special garment segment where the protection more important than the function". Explain what type of protection should be provided by following clothing. (08 marks)
- i. Fire fighter
 - ii. Sailor
 - iii. Radiologist
 - iv. Military officers

03. a) "Fashion changes all the time and it is take place as fashion movements. These movements may last for several years". Briefly explain four (04) factors which cause movements in fashion. (16 marks)
- b) Name two (02) features of fashion. (04 marks)
04. a) Briefly explain the term "Mass production" in your point of view. (04 marks)
- b) Explain three (03) benefits of mass production. (12 marks)
- c) "Apparel can be divided into categories according to the market level of clothing". Name four (04) main fashion market levels. (04 marks)
05. a) "Psychological factors play a major role in the consumer decision making process". Briefly describe four (04) psychological factors which impact consumer behavior. (12 marks)
- b) "The amount of money consumers spend for fashion and other goods depend on their income". Briefly describe three (03) forms of income. (06 marks)
- c) People purchase clothing to fulfill different needs. Name two (02) motives for buying. (02 marks)
06. a) Explain four (04) functions of clothing with two (02) examples. (12 marks)
- b) Briefly describe two (02) ancient civilizations which have been highlighted in the evolution of clothing. (08 marks)
07. Write short notes on any four (04) of the following: (05x04marks)
- a) Kandyan era clothing in Sri Lanka
 - b) Early adopters
 - c) Television and internet shopping
 - d) Fabric structure
 - e) Autonomic