

THE OPEN UNIVERSITY OF SRI LANKA
 BACHELOR OF INDUSTRIAL STUDIES
 FINAL EXAMINATION - 2012/2013
 TTI3142 CONCEPT OF FASHION
 DURATION - THREE HOURS



DATE: 30 JULY 2013

TIME: 0930-1230 HOURS

This question paper comprises 09 questions. You are required to answer a total of 06 questions.

Answer Question 1, which is compulsory and any other five (05) questions.

Question 1 carries twenty-five (25) marks and Questions 2 to 9 carry fifteen (15) mark each.

1. (a) What are the basic functions of clothing? (4 Marks)
- (b) What are the common features found in the clothing of early years? (3 Marks)
- (c) Give two examples to explain how clothing can describe the occupation of a person. (2 Marks)
- (d) What are the three main variations of fashion adoption? (3 Marks)
- (e) State at least three reasons (motives of buying) why consumers purchase clothes in today's environment. (3 Marks)
- (f) What do you understand by "Fad" products? (3 Marks)
- (g) What are the three (03) stages of purchasing process? (3 Marks)
- (h) State two advantages of mass production over individual tailoring. (4 Marks)

2. (i) With a suitable example explain how clothes protect the human body from warmer climates. (7 Marks)
- (ii) With suitable examples explain how religions have influenced clothing styles over the years. Your answer should include how influence of religions have influenced the clothing styles to affect the various functions of clothing. (8 Marks)
3. (i) Consider three different garment types and explain how the type of fabric, fabric structure, and the style of these garments influence the ventilation property of the particular garments. (9 Marks)
- (ii) Briefly state the special requirements that need to be met in garments produced for the following environment.
- a. Extreme cold, snow and ice (3 Marks)
- b. Heat and fire (3 Marks)
4. (i). According to the Italian designer Valentino, "timing is the key to a successful idea". With suitable examples, explain what he meant by timing in this statement. (5 Marks)
- (ii). Some of the factors that influenced fashion evolution over the years include class, display of physique, laws and legislations and imports. Briefly explain how each of these factors influenced fashion evolution. (10 Marks)
5. (i). Draw the graph that indicates the fashion product life cycle and indicate the various stages that can be identified in this graph. (8 Marks)
- (ii). According to Rogers and followers, the rate of adoption of an innovation depends on five qualities as perceived by its audience. Briefly explain these qualities. (7 Marks)

6. (i). Using suitable examples, explain how consumer behavior is affected by life style changes and thus the fashion industry. (8 Marks)
- (ii). "Technological improvements in the last forty years of the 20th century has revolutionized the fashion industry." Explain this statement with suitable examples. (7 Marks)
7. (i). Apparels can be classified into various groups according to the occasion of wear. With suitable examples, explain the various groups in this classification (7 Marks)
- (ii). Based on the market level, apparels are classified as high street fashion, ready-to-wear apparel, haute couture and designer label. With examples explain the characteristics of each of these classes of apparels. (8 Marks)
8. (i). Explain the role played by opinion leadership in determining consumer behaviour. (6 Marks)
- (ii). Explain how family decision making can affect the fashion purchasing. (6 Marks)
- (iii). Describe what you understand by discretionary income. (3 Marks)
9. (i). Briefly explain the difference between "associated learning" and "cognitive learning" with reference to consumer behaviour in fashion product purchasing. (7 Marks)
- (ii). "Hot Kiss" a Californian based fashion retail company used to import 70% of its merchandize from overseas in the past. However, in recent years it has started manufacturing 60% of its merchandize locally in the USA itself. Briefly explain the factors that have contributed to this change of strategy from the US company. (8 Marks)