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	: 2023/24
Date	: 23rd February 2025
Time	: 13:30 - 16:30hrs
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** on all the pages of answer scripts.
4. Answer compulsory question number one (01) and any other four (04) questions. All questions carry equal marks (20 marks).
5. Each answer should begin on a new page. If a question consists of multiple parts, all parts should be answered sequentially under the same question.
6. List all the answered question numbers on the front page of the answer book.
7. This is a Closed Book Test (CBT).
8. Answers should be in clear handwriting.
9. Do not use red colour pens.

Compulsory question

01.

a) Name three (03) periods of the Stone Age. (03 marks)

b) State three (03) physiological requirements of clothing. (03 marks)

c) Name three (03) types of income of a person be spent on fashion and other goods. (03 marks)

d) List three (03) areas where computers are used in the fashion and apparel sector. (03 marks)

e) State two (02) components to an attitude. (02 marks)

f) Name three (03) dimensions of the self-concept. (03 marks)

g) Name the top three (03) fashion capitals of the world. (03marks)

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

02.

a) Briefly explain the clothing practices of "Iron age" related to the materials, tools, and styles. (06 marks)

b) Briefly explain two (02) major factors influenced by European culture that impacted Sri Lankan clothing during the Kandyan Kingdom. (06 marks)

c) Write two (02) main clothing styles worn by "Ancient Egyptians". (04 marks)

d) Explain a method of clothing reflected social status during the Elizabethan period in the late 16^{th} century CE. (04 marks)

03.

a) Briefly explain two (02) factors that "Clothing communicates in society", providing examples. (06 marks)

b) Briefly describe three (03) main variations of "Fashion adaptation". (09 marks)

c) Write five (05) general principles that help predict "Fashion movements and trends". (05 marks)

04.

a) List two (02) types of "Heat losses" from the body. (04 marks)

b) Briefly explain two (02) factors to consider for "Ventilation" in garment designing based on the climate. (06 marks)

c) Briefly explain the protective measures for fabric and garment construction required for the two hazardous environments listed below. (06 marks)

   i. Heat and fire
   ii. Rain snow

d) Describe the term "Associative learning." (04 marks)

05.

a) Briefly describe two (02) types of adopters in "Everett M. Rogers' Diffusion of Innovation model". (06 marks)

b) Write two (02) areas where computers are used in the clothing production process. (04 marks)

c) Briefly explain two (02) psychological factors that influence the consumer decision-making process. (06 marks)

d) Discuss a key social dimension of "Consumer behavior". (04 marks)

06.

a) Draw a sketch of the "Fashion Life Cycle" and label the four (04) stages. (05 marks)

b) Write two (02) key characteristics of any three (03) stages of the Fashion Life Cycle. (06 marks)

c) Briefly explain two (02) benefits of "Mass production" in the Apparel industry. (06 marks)

d) Define the term "Fashion accessory." (03 marks)

07. Write short notes on any four (04) of the following. (20 marks)

a) Ancient Roman clothing.

b) Fashion as a dimension of time.

c) Effects of laws and legislation on fashion design.

d) Display of Physique.

e) Key characteristics of "Haute Couture"

f) Stella McCartney.