

**2<sup>nd</sup> SEM. 2017/18**



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**UNIVERSITY OF SWAZILAND  
FINAL EXAMINATION PAPER**

**PROGRAMME : BACHELOR OF SCIENCE IN TEXTILE  
APPAREL DESIGN AND MANAGEMENT YEAR  
II**

**COURSE CODE : TAD212**

**TITLE OF PAPER : DRESS AND HUMAN BEHAVIOUR**

**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTIONS : ANSWER QUESTION ONE (1) AND ANY OTHER  
TWO (2) QUESTIONS**

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CHIEF INVIGILATOR**

**QUESTION 1 (COMPULSORY)**

a) Dress and human behaviour can be learnt through socialisation. Describe the process of socialisation under the following sub-headings:

- i) Agents of socialisation
- ii) Stages of socialisation
- iii) The Re-socialisation process

(3 X 7 = 21 Marks)

b) Define conformity and individuality. Explain how each is influenced by self-concept.

(4 + 6 = 10 Marks)

c) Explain how the following role models contribute to the diffusion of fashion process.

- i) Innovators
- ii) Fashion action leaders
- iii) Fashion followers

(9 Marks)

**TOTAL MARKS = 40]**

**QUESTION 2**

a) Define gender. Discuss the **two (2)** major theories that influence the development of gender identity and adoption of gender roles.

(2 + 8 = 10 Marks)

b) Name **one (1)** example of dress that may attract each of the following feedback from an audience, give **one (1)** justification for each.

- i) Compliments
- ii) Insult
- iii) Long stare
- iv) Whistle
- v) No reaction

(10 Marks)

c) Describe the self-fulfilling prophecy within the context of dress and human behaviour.

Support your answer with **one (1)** practical example.

(10 Marks)

**[TOTAL MARKS = 30]**



**QUESTION 3**

a) Describe the psychosocial factors that influence dress and behaviour at the following stages of life:

- i) Adolescence stage
- ii) Late adulthood

(2 X 5 = 10 Marks)

b) Colours have different symbolic meanings. Give **one (1)** meaning associated with each of the following colours.

- i) Red
- ii) White
- iii) Black
- iv) Blue
- v) Purple

(5 X 2 = 10 Marks)

c) Discuss **two (2)** major differences in dress and behaviour traditionally associated with **two**

(2) South African ethnic groups.

(10 Marks)

[TOTAL MARKS = 30]

**QUESTION 4**

a) Explain the following attributes of a culture; relate each to the Swazi context.

- i) Culture dynamism
- ii) Culture Relativism
- iii) Sharing of culture
- iv) Learning of culture

(4 X 4 = 16 Marks)

b) Discuss the impact of social influence on the type and choice of clothing for any society.

(8 Marks)

c) What is the clothing symbolic interaction theory? Explain **two (2)** ways in which it contributes to the development of meanings of dress within a society.

(2 + 4 = 6 Marks)

[TOTAL MARKS = 30]