MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF ARTS IN APPAREL DESIGN WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

ADF 203: FASHION CHANGE AND HUMAN BEHAVIOUR

Date: 22ᵗ November, 2016   Time: 8.30 - 11.30 am

INSTRUCTIONS:

- This paper contains TWO sections A and B.
- Answer ALL questions from section A in the answer booklet provided.
- Answer ANY other THREE questions from section B.

SECTION A (40 MARKS)

Answer **ALL** questions in this section in the answer booklet provided

1. Define the following terms as used in fashion change and human behaviour

   a) Couture

   b) Model

   c) Fashion trend

   d) Ready-to-wear (RTW)

   e) Fashion diffusion   (5 marks)

2. Differentiate between the following:

   a) Fashion life cycle and fashion season

   b) Showings and openings

   c) Fashion liberals and fashion conservatives   (6 marks)

3. a) Briefly express the concept of fashion in clothing   (5 marks)

   b) Briefly narrate how each period of civilization has exhibited a force of fashion   (6 marks)

   c) Identify three (3) ways in which appearance perception can lead to varied interpretations   (3 marks)

4. a) Briefly illustrate how fashion causes excitement as it moves from the producers to the customers   (4 marks)

b) Briefly describe the progressive character of trickle down theory

(4 marks)

5. a) Suggest and explain four (4) reasons that would make one a fashion follower (4 marks)

b) Identify three (3) types of retailers in the fashion movement (5 marks)

SECTION B (30 MARKS)

Answer **ANY THREE** questions from this section in the answer booklet provided. Begin each question on a new page. All questions carry 10 marks each

6. "Predicting the time span of a fashion cycle is impossible since each fashion moves at its own speed". Discuss this statement in regard to the lengths of fashion cycles. (10 marks)

7. Illustrate how fashions originate (10 marks)

8. Examine the influence of manufacturers in the fashion movement

(10 marks)

9. Describe in detail the use of the following models in a fashion show

a) Professional models (5 marks)

b) Non – professional models (5 marks)

10.Demonstrate how sociological reasons can cause changes in the fashion

movement   (10 marks)