

JULY 2022
EHE325SW
DYNAMICS OF THE CLOTHING
INDUSTRY
30 MINUTES

Candidate's Index Number
Signature:

UNIVERSITY OF CAPE COAST
COLLEGE OF EDUCATION STUDIES
SCHOOL OF EDUCATIONAL DEVELOPMENT AND OUTREACH
INSTITUTE OF EDUCATION

FIVE-SEMESTER BACHELOR OF EDUCATION (SANDWICH) PROGRAMME
LEVEL 350, FIRST SEMESTER MAKE-UP QUIZ I, JUNE/JULY 2022

JULY 15, 2022 DYNAMICS OF THE CLOTHING INDUSTRY 2:00 PM – 2:30 PM

Answer all the questions.

For items 1 to 15, each stem is followed by four options letter A to D. Read each item carefully and circle the letter that corresponds to the correct or best option.

1. After the Second World War there was economic and political freedom for women especially, which increased variable dressing. This could be put under which reason for fashion change?
A. Boredom.
B. Historical.
C. Rational.
D. Recreational.
2. High fashion characterises which stage of the fashion cycle?
A. Decline in popularity.
B. Increase in popularity.
C. Introduction.
D. Peak of popularity.
3. Fashion leadership usually may hinge on
A. popularity and affluence.
B. profession and hard work.
C. shape and beauty.
D. skin colour and height.
4. Earlier modes of fashion adoption where there was flow from the top to the bottom attest to the fact that fashion is
A. a status symbol.
B. defined worldwide.
C. equally adopted.
D. popular.

5. When fashion becomes popular, is rejected and comes back at another period it is described as being what cycle?
- Cycle within cycle.
 - Fad cycle.
 - Interrupted cycle.
 - Recurring cycle.
6. Individuality in fashion can be expressed in different ways which include all of the following **except**.....
- Adjusting length of garment.
 - Folding sleeves of shirt.
 - Use of brooches and pins.
 - Wearing oversized dress.
7. In production Duplicates are produced and sent to retail outlets for the purpose of
- checking to see how the retailer would market the product.
 - making the consumers know what is in store for them.
 - showcasing the beauty of the product.
 - testing the acceptability of the product.
8. Fabrics that have been delivered for production are inspected and tested for all of the following reasons **except**.....
- to check if there are flaws.
 - to check on the performance characteristics.
 - to check on suitability of the motifs for the design.
 - to check the quantity received against what was ordered.
9. The production philosophy "Cut to stock" denotes that products are produced
- as producer wishes to put out.
 - to meet orders received.
 - to promote sales.
 - to satisfy consumer needs.
10. Inside shop production indicates that products are produced
- inside a shop.
 - outside the premises of the factory.
 - within the factory premises.
 - within the period specified.
11. Bundling in the production process is where
- finished goods are put into bales.
 - goods are carried from the factory to the retailer.
 - goods are lifted from one place to another.
 - various pieces of a unit are put together.
12. The laser beam cutting machine works by
- burning the yarns as the beam is cast.
 - dissolving the yarns along the path of the beam.
 - marking the yarns along the beam's trail.
 - slashing the yarns as the beam moves.

13. Labels are used in garments to identify all of the following **except**.....
- A. care instruction.
 - B. durability of the garment.
 - C. fibre content and their percentages.
 - D. manufacturer/designer.
14. The management process concerned with identifying and satisfying customer needs while meeting company goals is called.....
- A. evaluation.
 - B. organizing.
 - C. marketing.
 - D. planning.
15. A retail outlet may be successful if the following are present **except**.....
- A. attractive shopkeeper.
 - B. attractive stock.
 - C. convenient location.
 - D. good customer relations.

Items 16 to 20 are statements followed by True and False options. Read each statement carefully and indicate whether it is True or False by circling the letter of the correct option.

16. Without acceptance fashion may change but it cannot become fashionable.
- A. True.
 - B. False.
17. The movement and spread of fashion have visible patterns and they follow definite directions.
- A. True.
 - B. False.
18. When design elements like colour shape and texture change a new fashion emerges.
- A. True.
 - B. False.
19. A merchandiser performs the same functions as the marketers because they all aim at ensuring that the producer makes profit.
- A. True.
 - B. False.
20. Chain stitching on special machines form stitches made of loops which are stronger than the ordinary lock stitches made by the domestic machines.
- A. True.
 - B. False.