



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE
(FASHION DESIGN AND MARKETING)

HFD 519: SOCIO-CULTURAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

DATE: WEDNESDAY 4TH APRIL 2012

TIME: 9.00 A.M. – 12.00 P.M.

INSTRUCTIONS: Answer question One and any other Three (3) questions.

Each question is 15 marks.

1. (a) Using a clear diagram illustrate the five (5) primary levels of Maslow's Hierarchy of Human Needs. (2 ½ marks)
- (b) Explain how the theory of Maslow's Hierarchy of Human Needs determine:
 - (i) Physiological needs of clothing (2 ½ marks)
 - (ii) Socio-cultural needs of clothing (5 marks)
 - (iii) Psychological needs of clothing (5 marks)
2. (a) List and briefly discuss three (3) purpose of dress and adornment.
- (b) Explain how the three purpose of dress and body adornment are integrated in selection and purchase of clothing by consumers.
3. (a) Define the term (self-Concept) and briefly explain how it is socially formed in relation to our appearance. (3 marks)
- (b) Explain how the following domains affect your self-concept.
 - (i) Public domain
 - (ii) Private domain
 - (iii) Hidden domain

4. Define the following terms as they are used in clothing and using relevant example explain how each concept is used in communication during social interaction:
- (a) Impression Management (5 marks)
 - (b) Impression formation (5 marks)
 - (c) Attitudinal barrier (5 marks)
5. Discuss the following terms as related to the role of clothing and give a relevant example in each case:
- (a) Ascribed roles (5 marks)
 - (b) Achieved roles (5 marks)
 - (c) Role conflict (5 marks)
