

Candidate Admission Number



UNIVERSITY OF MORAUWA

APTITUDE TEST for the selection of candidates for the
BACHELOR OF DESIGN IN FASHION DESIGN & PRODUCT DEVELOPMENT
conducted by the Department of Textile & Clothing Technology 2014/2015.

Date: 5th July 2015

Time: 2 hours 45 Minutes

This paper comprises of 5 Sections, Section A, Section B, Section C, Section D and Section E on 10 pages. The Question paper is in English and all answers must be in English. Sinhala and Tamil translations are provided only for clarification purposes.

Please follow instructions given. If they are not followed, it will result in a lower mark.

Instructions:

Answer all questions in the spaces provided.

Please begin by answering question in Section A. Suggest you spend about 15 minutes.

Then go to Section B and answer the multiple choice questions. Suggest you spend about 30 minutes.

Next go to Section C and answer the questions. Suggest you spend about 30 minutes

Next answer Section D. Suggest you spend about 15 minutes

Next answer Section E. Suggest you spend about 60 minutes

Once you have finished, you should have all questions answered in this book and the answer to Section E2 attached here.



Section A

In fashion design education creative skills are strengthened by knowledge and interest one has in the wider world. Some of these could be in advertising, film & TV, music, craft, drawing & painting, cultural heritage, garment making/sewing, sports, the arts, backed by technology, management, leadership, business skills, negotiation, selling, marketing, public relations and Information & digital technology.

Write down two of your GCE A/L subjects in the space provided. Write a paragraph (in approximately 80 words) relating one or more of your A Level subjects to any ONE of the above underlined knowledge areas.

Subject 1 _____ Subject 2 _____

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Section B

Find the most suitable answer to each of the following questions and indicate your choice in the answer sheet provided on page 9.

1) Which brand is represented by the following logo/label?



(a) Macbook (b) Chanel (c) Polo Ralph Lauren (d) Adidas (e) Second world war

2) Who is Madonna?

(a) An Author (b) An Entertainer (c) A Politician (d) A Fashion Designer
(e) An Athlete

3) The four famous Fashion Capitals of the world are;

(a) London, Beijing, New York, Melbourne (b) Johannesburg, London, Berlin, Milan
(c) London, Paris, New York, Milan (d) Amsterdam, Dubai, London, New York
(e) London, Paris, New York, Beijing

4) Choose the answer below which has one primary colour and one secondary colour

(a) Blue and Black (b) Yellow and Pink (c) Blue and Brown
(d) Purple and White (e) Red and Green

5) New Parliament Building of Sri Lanka was designed by

(a) Geoffery Bawa (b) Minnette De Silva (c) Oliver Weerasinghe
(d) Cecil Balmond (e) Alexandra Macqueen



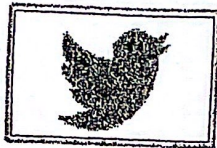
6) "Nike" is a popular sportswear brand. The slogan of the brand is

- (a) Connecting people (b) Utterly butterfly delicious (c) I am loving it
(d) Just do it (e) Because you are worth it

7) How many rings are there in an Olympic Flag?

- (a) 5 (b) 4 (c) 3 (d) 6 (e) 1

8) The following is the logo of



- (a) Virgin Media (b) Twitter (c) LinkedIn (d) Google+ (e) Instagram

9) Maria Sharapova and David Beckham are famous for

- (a) Tennis and Cycling (b) Cycling and Tennis (c) Swimming and Football
(d) Gymnastics and Swimming (e) Tennis and Football

10) LUX is a well-known brand of

- (a) Shoes (b) Cars (c) Sausages (d) Fruit drink (e) Cosmetics

11) Garment sizing commonly refers to S, M, L and XL. What does L stand for?

- (a) Ladies (b) Lovely (c) Large (d) Latest (e) Lucky

12) Which of the following is considered a Western outfit?

- (a) Salwar kameez (b) Kimono (c) Shirt and trouser
(d) Sarong and Banian (e) Saree

13) Women's wardrobes generally contain many more garments types than do those of men.

Internationally, women tend to spend about three times more money annually on clothing than do men. If a man spends Rs.10, 000/- per year, how much will a woman spend?

- (a) 5000/- (b) 10000/- (c) 20,000/- (d) 30,000/- (e) 15000/-



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14) In general all clothing falls into two self-explanatory descriptors, formal and casual.

Examples for formal and casual in that order are:

- (a) T-shirt & Sari (b) Suit & T-shirt (c) Shirt & Tie
(d) Shorts & Shirt (e) Suit & Saree

15) Mihin Lanka is the name of

- (a) An island in the Indian Ocean (b) A political party (c) An airline
(d) A washing powder (e) Another name for Sri Lanka

16) The currency of France and Germany is?

- (a) Dollar (b) Yuan (c) Pound (d) Euro (e) Rial

17) Find the odd one out

- (a) Cotton (b) Silk (c) Nylon (d) Wool (e) Jute

18) Find the odd one out of the following famous ladies in fashion

- (a) Kate Middleton (b) Nancy Reagan (c) Barbara Bush
(d) Hillary Clinton (e) Michelle Obama

19) Gamperliya and Viragaya were written by

- (a) Ediriweera sarachchandra (b) Martin Wickramasinghe (c) Mahagama Sekara
(d) Kumaratunga Mūnidasa (e) Gunadasa Amarasekara

20) The largest continent in the world is?

- (a) Africa (b) Asia (c) Australia (d) Europe (e) North America



Section C

Read the passage below and find suitable answers to the questions (Use space provided)

Although social and cultural changes are important determinants of changing fashion, they are themselves affected by other major drivers of change, which include globalisation of world markets and the accessibility of more sophisticated communications technologies. The latter has provided people with greater access to more ideas and influences from other cultures and societies. For example Satellite television and the internet provide access to and influence fashion, sports, films and music from any country around the world. Consequently consumers have a broader and more sophisticated appreciation of popular cultures in other countries. This greater awareness affects individuals' tastes and impacts on the demand for particular products and fashions. Long gone are the days of a few large retailers producing predictable looks for recurring Spring/Summer and Autumn/Winter seasons!

The task of summarising the overarching trends for a season and interpreting how the changing world is likely to impact on customers' desire for fashion will be handled differently by retailers. Some will use trend managers with others preferring the direction to come from the head of design. Most fashion retailers will also seek the help of fashion forecasters and send designers to appropriate textile and fashion shows.

a) What are the determinants of changing fashion?

.....

b) Name two other major drivers of change?

.....

c) What areas do Satellite television and the internet provide access to other than for fashion?

.....

d) Previously a few large retailers produced predictable looks for two seasons. What are they?

.....

e) Different retailers use different ways to provide customers desire for fashion. Name two such people/position can be used for forecasting trends for retailers.

.....



Section D

D.1) A skirt with 8 panels (4 in front and 4 at the back) is to be made using a printed fabric. It is usual to add 2 inches to the waist measurement and divide this number by two. To calculate the width of each front panel at the waist, the above result is divided by the number of front panels. If the waist measurement is 30", calculate the width of each panel.

Answer:

D.2) A men's shirt has 6 buttons in front and are usually placed at equal distance to each other. This gap/distance is measured from the centre of one button to the centre of the adjacent/next button. If the distance between the top most button and the bottom most button is 45 cm, calculate the distance between two adjacent (nearby) buttons.

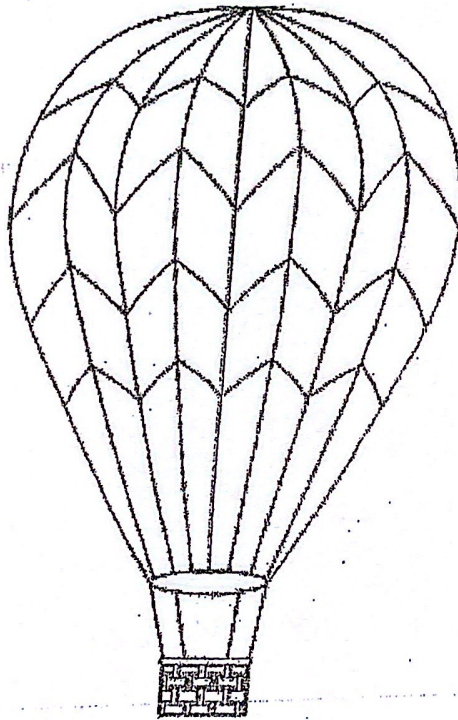
Answer:



Section E

E.1) You are expected to select ONE expression from the following words and colour the image below using a minimum of 3 colours so that the image will depict the selected expression.

(Crazy, Relaxed, Futuristic, Energetic)



Selected Expression:

Now you have one coloured image.

E.2). You are required to produce an advertisement for the promotion of one of the following: a food product, a mobile phone, a stage play (drama) or for tourism promotion. Underline your choice. Use the above image (fully or a part) and perform two of the following actions to develop your idea.

(Scale, Repeat, Merge, Rotate)

Use the drawing paper provided for this purpose. Colour your new drawing. Give a title for your creation

Selected Action Verbs: (1) (2)

Title of your creation:



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Answers to Section B: Colour the most suitable choice using a pencil

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8	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	18	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
9	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	19	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
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E කොටස

E.1) පහත දී ඇති වචන වලින් එකක් තෝරගෙන එහි අර්ථය ප්‍රකාශනය වන පරිදි අඩුම වශයෙන් වර්ණ 3 වත් භාවිතා කරමින් පෙන්වා ඇති පින්තූරය වර්ණ ගන්වන්න.

(උමතු, නිස්කලංක, අනාගත දැක්ම, ශක්තිජනක)

E.2) පහත සඳහන්කර ඇති ක්‍රියා පද දෙකක් විද්‍යා දැක්වෙන පරිදි ඉහත වර්ණ ගන්වන ලද පින්තූරය හෝ එහි කොටසක් භාවිතා කරමින්: ආහාර නිෂ්පාදනයක්, ජංගමය දුරකතන, නාට්‍යයක් හෝ සංචාරක ව්‍යාපාර ප්‍රවර්ධනය සඳහා වෙළඳ දැන්වීමක් නිර්මාණය කරන්න.

(පරිමාණය, පිටපත් කිරීම, ඒකාබද්ධ කිරීම, භ්‍රමණය)

E.1) අදාළ ක්‍රමවේදයන් භාවිතා කරමින් ඉහත වර්ණ ගන්වන ලද පින්තූරයේ කිසිදු කොටසක් වෙනස් කිරීමට ඉඩ ඇත. ඔබගේ වෙනස් කිරීම් පිළිබඳව ඔබගේ මතය පැහැදිලිව පෙන්වීමට ඉඩ ඇත.

(ප්‍රතිපත්තිය, නිවැරදිකම, සම්පූර්ණතාව, සැලසුම්පාලන)

E.2) ඉහත පින්තූරයේ ඉහත වර්ණ ගන්වන ලද පින්තූරයේ කිසිදු කොටසක් වෙනස් කිරීමට ඉඩ ඇත. ඔබගේ වෙනස් කිරීම් පිළිබඳව ඔබගේ මතය පැහැදිලිව පෙන්වීමට ඉඩ ඇත.

(ප්‍රතිපත්තිය, නිවැරදිකම, සම්පූර්ණතාව, සැලසුම්පාලන)

ඉහත පින්තූරයේ ඉහත වර්ණ ගන්වන ලද පින්තූරයේ කිසිදු කොටසක් වෙනස් කිරීමට ඉඩ ඇත. ඔබගේ වෙනස් කිරීම් පිළිබඳව ඔබගේ මතය පැහැදිලිව පෙන්වීමට ඉඩ ඇත.

