

Exam. Code : 106006

Subject Code : 1657

**B.O.D. (Fashion Design) 6<sup>th</sup> Semester**  
**EXHIBITION DESIGN AND DISPLAY**  
**Paper—VI**

Time Allowed—3 Hours] [Maximum Marks—50

**Note** :— Attempt any **FIVE** of the following. 5×10=50

1. What are the basic ways of display in an exhibition ?
2. What is meant by the term 'presentation' in display ?
3. What is meant by the term design process ?
4. Discuss in detail, the benefits of promotion of marketing by display with examples.
5. What are the basic factors of display for a fashion designer in a garment fair ?
6. Write a note on the benefits of an attractive show window display.
7. Do you think accessories help in attracting the customers to the retail counter/outlet.
8. How according to you should the designer highlight his garment/design for a reputed fashion show ?