

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester II - 2022
Course Code : BSM2032
Course Name : Sem II - BSM2032 - Studio Management
Program : BSM

Date : 17-APR-2023
Time : 9:30AM - 11AM
Max Marks : 50
Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. What are the main functions of radio, explain?
(CO1) [Knowledge]
2. Who invented the Radio, name it properly.
(CO1) [Knowledge]
3. How radio helps in advertisement, write some few words.
(CO1) [Knowledge]
4. Write few words about long shot?
(CO1) [Knowledge]
5. What are the characteristics of a radio studio explain.
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(5 X 4 = 20M)

6. What is the role of director in the movie production house.
(CO2) [Comprehension]
7. What is the role of an animation production manager
(CO2) [Comprehension]
8. Explain the importance of three-point light any product shoot.
(CO2) [Comprehension]

9. Explain the importance of fast moving scenes in the movies.

(CO2) [Comprehension]

10. Explain the importance of light in photography studio.

(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

11. Write about the layout of sound studio?

(CO3) [Application]

12. What are the Primary & Secondary colors, Explain?

(CO3) [Application]