

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JUN 2023**

Semester : Semester II - 2022

Course Code : BSM2032

Course Name : Sem II - BSM2032 - Studio Management

Program : BSM

Date : 19-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

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

(3 X 5 = 15M)

1. Write about the four types of radio in detail.
(CO1) [Knowledge]
2. Uses of radio helps in advertisement, write it in few words.
(CO1) [Knowledge]
3. Write the importance of radio in the daily life.
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 15 = 45M)

4. What is the importance of multimedia in the education sector.
(CO2) [Comprehension]
5. Write the importance of different camera angles in the animation movies.
(CO2) [Comprehension]
6. Write about the different pan movement used in the cinema.
(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

7. Write the important of camera angle in movies, explain it with example.

(CO3) [Application]

8. Write about the use of Digital Art in the media industry.

(CO3) [Application]