BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION MO/SP20)**

CLASS: **BTECH** **SEMESTER: VII**
BRANCH: **BT/CP&P/CHEMICAL/CE/CS/IT/ECE/EEE/ME/PIE** **SESSION: MO/2022**

SUBJECT: AR405 ART & CULTURE-IV

TIME: **03 Hours** **FULL MARKS: 50**

INSTRUCTIONS:
1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
***4*. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates**

Q.1(a)	Draw and explain the "ism" of Art	[10]
Q.2(a)	Draw and explain the design thinking of any logo of a brand	[10]
Q.3(a)	List the different element of cinema and explain with examples	[10]
Q.4(a)	Explain the Digital communication: definition, need and importance	[10]
Q.5(a)	Explain the trend in Arts and impact on society.	[10]

:::::25/11/2022:::::M