

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MID SEMESTER EXAMINATION MO/2023)**

**CLASS: BTECH/BHMCT  
BRANCH: ALL/HMCT**

**SEMESTER : VII  
SESSION : MO/2023**

**SUBJECT: AR405 ART & CULTURE-IV**

**TIME: 02 Hours**

**FULL MARKS: 25**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 5 marks and total 25 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
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		CO	BL
Q.1(a)	What is Ism in art?	[2] 1	1
Q.1(b)	How different Isms are distinguished through their Painting & sculptures?	[3] 2	2
Q.2	Write the contribution of any greatest Indian Artist in the field of Art	5 1	1
Q.3	What is Art Industry? with suitable example explain.	[5] 2	2
Q.4	With suitable example write in brief on Industrial Revolution in Art.	[5] 3	3
Q.5	Explain the art market, brand management, logo, shubhankar, trademarks etc	[5] 4	3

**:::::27/09/2023 M:::::**