Enrolment No. _____

# AHMEDABAD UNIVERSITY

## AMRUT MODY SCHOOL OF MANAGEMENT

## GRADUATE PROGRAMMES

2023-2024 MONSOON SEMESTER

MID SEMESTER EXAMINATION

## HRT 634: ARTS, CULTURE AND HERITAGE: A MANAGERIAL ECONOMICS PERSPECTIVE

Date: 24-09-2023 Total Marks: 50

Time: 14:00 pm – 16:00 pm No. of printed pages: 03

**Instructions**

All questions are compulsory

Exam is open book (laptops with internet connection allowed)

There are 5 main questions each comprising of 2 sub questions

Each sub question carries equal marks (5 marks each)

Write your answers strictly within spaces provided below every question

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1.

(a) What is the difference between Natural Heritage and a Cultural Heritage?

( b) What are the factors the qualified the Nanda Devi Valley of Flowers National Park as a world heritage site?

2.

(a) How is heritage different from civilization?

(b) Is there a concept of living civilization? If yes, provide examples, If no explain why?

3. (a) A painter sees a beautiful but damaged building near his studio. If he believed in Aristotle how would have painted it?

(b) You have finished your painting and put up an image on Instagram? 10 people ( who are not critics) wrote their views about it and your painting goes for viral in social media, resulting in buyers offering you more than Rs 25 lakhs . Would Kant have approved of the manner in which your art work was evaluated?

4.
(a). Why are art works auctioned and not sold in supermarkets?

(b) What is consumer surplus theory and how does it relate to auctions?

5.
(a) Explain what is Contingent Valuation Method ?

(b) If you like to find out the value of Gir National Park using Contingent valuation, will you survey only the local population around Gir? If not who all will you add to the list of surveyors?