



**SIR ARTHUR LEWIS COMMUNITY COLLEGE
ACADEMIC YEAR (2024/2025) – SEMESTER TWO
END OF SEMESTER EXAMINATION
ALTERNATE**

COURSE CODE : ART101
COURSE TITLE : The Place of the Arts in the Caribbean
Economy
LECTURER(S) : Kennedy Samuel
DATE :
TIME :
DURATION : 2 Hours
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

- Students must sign **IN** and **OUT** on the examination class list.
- This examination paper has 34 questions. Answer **ALL** questions.
- Write all answers on the answer paper provided.
- Write your ID number on every page of the answer paper.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

Questions 1 – 22 are Multiple Choice. Choose your best answer from among the four choices given. Write the corresponding letter on the paper provided.

1. Which of the following elements best distinguishes art products from other economic goods:
A. Demand & Supply
B. Price & Value
C. Beauty & Size
D. Imagination & Creativity (2 marks)
2. Choose the best definition for “The Economy” from the following:
A. The domain of society that is characterized by the production, trade and consumption of goods and services.
B. The domain of society where consumers get the best prices for goods and services.
C. The domain of society where buyers meet sellers.
D. The business community of any society. (2 marks)
3. Which of the following refers specifically to the Creative Sector:
A. The Blue Economy.
B. The Green Economy.
C. The Orange Economy.
D. The Market-based Economy. (2 marks)
4. The concept of Intellectual Property refers to
A. The acquisition of academic qualifications by artists.
B. The ownership of academic qualifications by artists.
C. The natural rights of performing artists.
D. A legal mechanism for the protection of the value of creative ideas. (2 marks)
5. The economic definition of SUPPLY is
A. The total quantity of a product or service that is produced.
B. The quantity of a product or service that is available at a particular price.
C. The quantity of a product or service that is available at a particular location.
D. The quantity of a product or service that is available at a particular time. (2 marks)
6. The economic definition of DEMAND for a product or service is
A. The quantity that consumers are willing to buy regardless of price.
B. The quantity that consumers are willing to buy at a particular time.
C. The level of consumer need for the product.
D. The quantity that consumers are willing to buy at a particular price. (2 marks)
7. Which ONE of the following is an incorrect match of a Saint Lucian festival:
A. Nobel Laureate Festival ----- January
B. Saint Lucia Carnival ----- July
C. La Maguerite Flower Festival -----August
D. Festival of Lights -----December (2 marks)

8. All of the following Caribbean Festivals are held outside of the region EXCEPT
- A. Caribana
 - B. Carifesta
 - C. Labor Day Parade
 - D. Notting Hill Carnival
- (2 marks)
9. Choose the correct match of a Caribbean people's festival/carnival:
- A. Caribana -----Guyana
 - B. Spice Mas -----Canada
 - C. Crop Over -----Grenada
 - D. Labor Day Parade -----New York
- (2 marks)
10. Which ONE of the following is a correct match of a prominent Saint Lucian creative and his or her art?
- A. Luther Francois -----Literary Arts
 - B. Ronald Boo Hinkson -----Visual Arts
 - C. Sir Dunstan St. Omer -----Performing Arts
 - D. Nina Compton -----Culinary Arts
- (2 marks)
11. All of these are significant policy mechanisms that are used by Government to intervene in cultural markets:
- A. Elections, Policing and Budgeting.
 - B. Legislation, Regulation and Subsidies.
 - C. Subventions, Loans and Grants.
 - D. Procurement, Parliament and Budget.
- (2 marks)
12. The full meaning of the acronym UNESCO is
- A. United Nations European Scientific Community Organization.
 - B. United Nations Education and Scientific Community Organization.
 - C. United Nations Education, Scientific and Cultural Organization.
 - D. United Nations Education, Scientific and Cultural Company.
- (2 marks)
13. The major policy instruments of UNESCO that offer support to the creative sector in our region are
- A. Laws, Rules and Penalties.
 - B. Conventions, Recommendations and Declarations.
 - C. Bye Laws, Budgets and Projects.
 - D. Education, Cultural and Scientific Policy Guidelines.
- (2 marks)
14. POLICY can best be defined as
- A. A system of principles that are adopted to guide decisions and actions, and to achieve certain outcomes.
 - B. A synonym for Constitution.
 - C. The programme of a government, or of any administrative body.
 - D. A document that clarifies the priorities of a government or any administrative body.
- (2 marks)

15. The BUDGET for an arts production is
- A. An estimate of the total costs that are expected to be incurred to complete the production.
 - B. The amount of money that is available to do the production.
 - C. An estimate of the income expected to be generated by the production.
 - D. A balancing of the income and the expenditure for the production. (2 marks)
16. All of the following are components of MARKETING except
- A. Market Research
 - B. Advertising
 - C. Customer Support
 - D. Designing (2 marks)
17. The four P's of MARKETING are
- A. Price; Product; Promotion; Place.
 - B. Price; Packaging; People; Participation.
 - C. Product; Place; Participation; People.
 - D. Print; Publish; Price; Package. (2 marks)
18. In a normal context, The DEMAND for an art performance would most likely decrease
- A. If the ticket price is reduced.
 - B. If there is an increase in competition from other events.
 - C. If there is a decrease in competition from other events.
 - D. If the marketing budget is increased. (2 marks)
19. The artist having a business approach to the arts means specifically
- A. Performing only to make money.
 - B. Partnering with a successful business organization.
 - C. Employing business planning and management skills in the production process.
 - D. Employing an economist as the creative director. (2 marks)
20. Identify the Incorrect statement among the following:
- A. The culinary arts are important to the Agriculture sector of the economy.
 - B. The creative sector is important to the development of Tourism for economic advancement.
 - C. Marketing is a component of Advertising.
 - D. Research is a component of Marketing. (2 marks)
21. A "Target Market" for an artist and his/her work refers to
- A. A sector where the demand for the work can be developed.
 - B. A place where he/she can produce the work.
 - C. A place where he/she can advertise the work.
 - D. A market that he/she wants to feature in the work. (2 marks)
22. All of the following are examples of the integration of digital technologies in the production of art in Caribbean societies except:
- A. Samplers
 - B. Radio Receivers
 - C. Synthesizers
 - D. Photoshop (2 marks)

Answer TRUE or FALSE for questions 23 to 30. Write your answers on the paper provided.

- 23. The Eastern Caribbean Collective Organization (ECCO) serves the region from its location in Grenada. (2 marks)
- 24. Playscripts and Movies are examples of the visual arts. (2 marks)
- 25. In Analogue technology, words, music and images are translated into radio waves that reproduce the form of their original performance. (2 marks)
- 26. Digital technology makes communication more transportable, and different media interconnectable. (2 marks)
- 27. Virtual Art experiences are possible with both Digital and Analogue technology. (2 marks)
- 28. Images and sounds are much sharper when produced with Analogue than Digital technology. (2 marks)
- 29. Trademarks, Patents and Copyright are all mechanisms used for the protection of Intellectual Property. (2 marks)
- 30. Increasing the price of art for the consumer is always a guaranteed method of increasing the income to the artist. (2 marks)

Questions 31 – 34 are short answer questions. Write out your answers clearly on the paper provided. Answer ALL questions.

- 31. Identify and Explain **THREE (3) ways** in which the production of local Arts festivals can bring significant economic benefits to our communities. (6 marks)
- 32. Give **THREE (3) reasons** why the arts are important to the development of Caribbean economies. (6 marks)
- 33. Consider ONE (1) of the following artists who decides to practice his/her craft on a fulltime basis in Saint Lucia today:

a) A Calypsonian b) A Craftsperson d) An Actor c) A Writer

Identify and Explain **TWO** significant factors in our local context that can impede the generation and sustainability of a worthwhile income from his/her work. (4 marks)

- 34. Suggest **TWO** policies that you think the Saint Lucian government should implement to achieve more economic benefits from the local creative sector. (4 marks)

END OF EXAMINATION