

**S.D.E.**  
**M.B.A. Sem-III (2013 Course) : SUMMER - 2019**  
**SUBJECT: ELECTIVE – IV: f) BUSINESS ASPECTS OF FILM MAKING**  
**(MEDIA & ENTERTAINMENT)**

Day: Thursday  
Date: 23/05/2019

Time: 10.00 AM TO 1.00 PM  
Max Marks. 70

**S-2019-5053**

**N.B.**

- 1) Attempt any **FOUR** questions from Section – I.
- 2) Attempt any **TWO** questions from Section – II.
- 3) Figures to the right indicate **FULL** marks.
- 4) Answer to both the sections should be written in **SAME** Answer book.

**SECTION - I**

- Q.1** How Indian cinema has transformed over a period of time? Comment. **(10)**
- Q.2** Critically comment on structure of Indian film Industry. Who are the participants in Indian Film Business? **(10)**
- Q.3** What are the important functions of Distributors of Films? Explain various methods of distribution contracts. **(10)**
- Q.4** Comment on Target Marketing and Positioning of any recent film of your choice. **(10)**
- Q.5** Write short notes in any **TWO** of the following: **(10)**
- a) Ancillary services for film Business.
  - b) Art House and Bollywood
  - c) Nature of Bollywood movies

**SECTION - II**

- Q.6** Critically comment on any screenings of your choice? Justify your comment with logical reasoning. **(15)**
- Q.7** Compare and contrast between Indian cinemas with Hollywood movies. **(15)**
- Q.8** What marketing strategy will you suggest while launching a new Indian Film in world market? **(15)**

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