

S.D.E.
M.B.A. SEM-III (2013 COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE – IV: BUSINESS ASPECTS OF FILM MAKING
(MEDIA & ENTERTAINMENT)

Day : **Thursday**
Date : **28/06/2018**

S-2018-4416

Time : **10.00 A.M. TO 1.00 P.M.**
Max. Marks.: 70

N.B.

- 1) Attempt **ANY FOUR** Questions from section – I and **ANY TWO** Questions from section - II
 - 2) Answers to the two sections should be written in **SEPARATE** answer books.
 - 3) Figures to the **RIGHT** indicate full marks.
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SECTION – I

- Q.1** Highlight on the golden age of Indian cinema. (10)
- Q.2** Discuss the structure of the Indian film industry from a business point of view. (10)
- Q.3** Explain in detail the territories of film distribution in India. (10)
- Q.4** Explain the importance of identification of target groups and positioning for a film. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Main characteristics of Indian cinema culture
 - b) Exhibitors
 - c) Production houses

SECTION – II

- Q.6** A film producer is in the process of completing the production of a film that is patriotic and focuses on young population in the age group of 10-16 years. Help the producer who wants to launch the film with regard to: (15)
- a) Which media should be chosen to promote and market the film
 - b) Timing of marketing the film
- Q.7** Explain the methods through which a distribution contract can be executed. (15)
- Q.8** What does the great Satyajit Ray convey through the film 'Charulata'? (15)

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