

S.D.E.

M.B.A. Sem-III (2013 Course) : WINTER - 2018

**SUBJECT: ELECTIVE-IV: BUSINESS ASPECTS OF FILM MAKING
(MEDIA & ENTERTAINMENT)**

Day: Friday
Date: 14/12/2018

Time: 10.00 AM TO 1.00 PM
Max Marks: 70

W-2018-4585

N.B:

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions From Section-II.
- 2) Questions from Section-I carry **10** marks each and questions from Section-II carry **15** marks each.
- 3) Each section should be written in **SEPARATE** answer books.

SECTION-I

- Q.1** Discuss in detail the history of film making in India. **(10)**
- Q.2** Explain the structure of the Indian film industry from a business point of view. **(10)**
- Q.3** Explain as to who is a 'distributor' in the film industry? What are the role and responsibilities of a distributor? **(10)**
- Q.4** What is the importance of marketing of films in India? **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Market positioning of a film
 - b) Nature of Bollywood movies
 - c) Role of Government and Trade bodies in the film industry.

SECTION-II

- Q.6** A film maker is in the process of making an animation film targeted at children in India. Explain to the filmmaker various ways to market the film and also justify an appropriate time of the year to launch the film. **(15)**
- Q.7** Discuss syndication of film rights and how are they monetized. **(15)**
- Q.8** What are the ways in which modern Indian cinema can reach to audience worldwide? **(15)**

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