

S.D.E.

M.B.A. SEM-III (2013 COURSE) : WINTER - 2017
SUBJECT: ELECTIVE – IV: BUSINESS ASPECTS OF FILM MAKING
(MEDIA & ENTERTAINMENT)

Day : **Saturday**
Date : **30/12/2017**

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

W-2017-4225

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** What do you think are the similarities between Hollywood and Indian cinema? (10)
Provide suitable examples.
- Q.2** Discuss the structure of the Indian film industry from a business perspective. (10)
- Q.3** Enlist the role and responsibilities that a film distributor in India has to fulfill. (10)
- Q.4** Explain in detail syndication of film rights and as to how they are monetized? (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Indian influence in world film making
 - b) Ancillary services in film industry
 - c) History of business of films in India

SECTION – II

- Q.6** A film producer requires your help to launch and market the film that is in process of completion. Advice the film producer on media planning and timing of marketing the film. (15)
- Q.7** Discuss in detail the role of the following in the film industry: (15)
- a) Production houses
 - b) Government and Trade bodies
- Q.8** Discuss the importance of identification of target groups and positioning of a film in India. (15)

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