

Subject : Elective-IV : Business Aspects of Film Making (Media & Entertainment)

Day : Wednesday
Date : 21/12/2016

S.D.E.



Time : 10.00 A.M. TO 1.00 P.M.
Max Marks : 70 Total Pages : 1

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 the Golden age of Indian Cinema. Highlight on the key contributions made during the golden era. **(10)**
- Q.2** Discuss the impact of the following on any film maker: **(10)**
a) Production houses
b) Exhibitors
- Q.3** Who is a 'distributor' in the film industry? Explain the territories of distribution of films in India? **(10)**
- Q.4** Discuss the ways and means to identify the right target group for a film. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
a) Characteristics of culture of Indian cinema
b) Ancillary services required in the film industry
c) Media planning for a film maker

SECTION-II

- Q.6** A film maker has already made a film whose story is based on Indian family. Advice the film maker on timing of the release and ways to market the film. **(15)**
- Q.7** Discuss the methods to execute a distribution contract for a film maker. **(15)**
- Q.8** "Focus on script and art while making a film is taking a back seat because a filmmaker's focus is on box office gains." Discuss. **(15)**

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