

- N. B. :** (1) Questions No.8 is **compulsory**.
(2) Attempt **any three** questions from **questions no.1** or **no.7**.
(3) **Each** question carries **equal marks**.

- 1) Who laid the foundation of Hindi Film Industry? Describe the journey of Hindi Film Industry and its working. 15
- 2) Merchandising is considered as one of the most important revenue tools for films. Explain and illustrate with the examples. 15
- 3) What strategies a Film maker should adopt for successful promotion of a film? 15
- 4) In spite being a lengthy film, why did director Neeraj Pandey's film 'MS Dhoni: The Untold Story' get good response from the audience? Give details of film's Box Office collection. 15
- 5) What is the right time for a Film maker to approach a Distribution agency? What are the five common Film distribution problems? Give the possible solutions. 15
- 6) What do you understand by film promotion methodologies? Why is film promotion considered as the most important task of film making process? 15
- 7) Animation and VFX have influenced the business and revenue generating potential of film making. Discuss with examples. 15
8. Short notes on any **three** 15
- a. Talent promotion
 - b. Film Rights
 - c. Post Production
 - d. Box office collection
 - e. Film Exhibitor
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