

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27**  
**MID-SEMESTER TEST : AUGUST 2019**  
**BVOC ANIMATION – V SEMESTER**  
**VO 5216-Film Marketing and Distribution**

**Time – 1 hour**

**Max Marks: 30**

**I. Answer any SIX in about 150 words each:**

**(6 x 5 = 30)**

1. What is In-Film Branding. Explain with an example
2. What is the subsidy that a 'Kannada' movie gets when it is shot in Karnataka?
3. Explain the concept of crowd funding and the methods to get crowdfunding for your project
4. What is the role of a film distributor?
5. Explain different types of Exhibitors in film industry.
6. What are the different research techniques used in Film Marketing?
7. Write a brief on PPL.