

Date:02-03-2022

Registration number:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**BVOC VISUAL MEDIA AND FILMMAKING - V SEMESTER**

**END SEMESTER EXAMINATION: OCTOBER 2021**

**(Examination conducted in March 2022)**

**VOF 5219 - Film Distribution and Production Management**

**Time- 2 ½ hrs Max Marks-70**

**This question paper contains one printed page and three parts**

**I. Answer ANY 5 of the following in 150 words (5x5=25)**

1. Merchandising and product placement
2. OTT
3. Market research
4. Distribution
5. Budget: Above the line
6. Target audience

**II. Answer ANY 3 of the following in 250-300 words (3x10=30)**

1. What is a budget? Explain the importance of budgeting in films.
2. How do release dates and demographics constitute marketing strategies in a film? Substantiate your answer by referring to commercially successful films
3. Discuss in brief the early Indian cinema industry.
4. Discuss the three stages of film production.

**III. Answer ANY 1 of the following in 500 words (1x15=15)**

1. Write a note on how film promotional activities have changed with the shift from analogue to digital.
2. How has the OTT platform re imagined conventional modes of producer- distributor and exhibitor relationships?