

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. in Film Making
EXAMINATION: JANUARY - 2022
FIFTH SEMESTER
Sub: Film Business (BAFM-19-5006)

Date : 14/01/2022

Total Marks : 40

Time:10.00am to 12.00pm

Instruction:

All questions are compulsory.

Q. 1. Descriptive Answer (Any One) (15)

A. Explain in detail the entire marketing material for film.

OR

B. Explain in detail how financial planning is done for TV serials.

Q. 2. Write short notes. (Any Three) (15)

1. Budget for promo
2. Sponsorship for TV shows
3. Marketing and Social media
4. Film distribution
5. Role of TRP in understanding audience

Q.3. Open Ended Question (10)

Promotional activities have undergone dramatic changes post the oncoming of OTT platforms. Give your opinions on effectively promoting a film in today's scenario?