

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. IN FILM MAKING**  
**EXAMINATION: MAY - 2024**  
**FIFTH SEMESTER**  
**Sub: Film Business (BAFM 19-5006)**

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**Date: 17/05/2024**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Descriptive Answer (Any Two)**

**(20)**

- 1) Explain the role of a film producer in the film business, including their key responsibilities and the various stages of film production they oversee.
- 2) Discuss the importance of film distribution and exhibition in the success of a movie. Describe the various channels of distribution and how they impact box office revenues.
- 3) Elaborate on the significance of intellectual property rights in the film industry. Describe the different forms of IP rights, such as copyrights and trademarks, and how they protect filmmakers' interests.

**Q. 2. Write short notes. (Any Two)**

**(10)**

- 1) Box Office Tracking
- 2) Film Festivals
- 3) Film Financing

**Q. 3. Open Ended Question**

**(10)**

How can filmmakers balance, creating the content that appeals to both local and international audiences while maintaining their artistic vision and cultural identity, considering story universality, cultural sensitivity, and market trends?

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