Registration Number:

Date & Session

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

**B.VOC. DIGITAL MEDIA & ANIMATION – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**VOA 522. FILM MARKETING AND PRODUCTION MANAGEMENT**

**(For current batch students only)**

**Time: 2 Hours  Max Marks: 60**

**This paper contains ONE printed page and THREE parts**

1. **Answer any five of the following in 200 words each: (5 x 5 = 25)**
2. What is copyright infringement? Elucidate.
3. A film is a business commodity. How do you elaborate this statement?
4. What are product placements in films?
5. Explain the role of a film distributor.
6. What is above the line budgeting in films?
7. Are promotional tie-ins beneficial for a film? Discuss.
8. **Answer any two of the following in 300 words each: (2 x 10 = 20)**
9. What are the various ways to market films online? Explain.
10. Explain the different components of the pre-production stage in a film.
11. Elucidate the relationship between a producer and a distributor for a film.
12. **Answer any one of the following in 500 words: (1 x 15 = 15)**
13. What are the various stages of production in making a film? Explain.
14. With reference to a film that you have watched, explain all the marketing strategies incorporated for its publicity.

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