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

Registration Number:

Date & Session

**B.VOC. VISUAL MEDIA AND FILMMAKING–V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

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

**VOF 5221 – Film Distribution and Production Management**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

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

**PART-A**

**Write short notes on any FIVE of the following questions in 150 words each: (5 X 5 = 25)**

1. Below the line
2. Distributor
3. ADR
4. Profit sharing
5. Day out of days
6. Product placement

**PART-B**

**Answer any TWO of the following questions in 300 words each: (2 X 10 = 20)**

1. Elucidate the role and importance of film scheduling.
2. How is film marketing different for OTT release? Explain with examples.
3. What is the importance of theatrical window? How does it affect the multiple strata of the film industry?

**PART-C**

**Answer any ONE of the following questions in 450 words each: (1 X 15 = 15)**

1. Explain the different types of distribution agreement.
2. Consider that you are the distributor for the re-release of the film *Singin’ in the Rain*. Use film marketing strategies and explain how you would market the film for the current Indian audience.