



Register Number:

DATE: 21-11-2020

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
SEMESTER EXAMINATION: NOVEMBER 2020
BVOC VISUAL MEDIA & FILM MAKING – V SEMESTER
VO 5216: FILM MARKETING AND DISTRIBUTION

Time – 2 ½ hr

Max Marks-70

This paper contains ONE printed page and THREE parts

I. Write Short Notes on any FIVE of the following in about 150 words each.

(5X5 = 25 marks)

1. Creative Strategy
2. *C U Soon*
3. Film Promotional Activities
4. Merchandising & Product placement
5. Transmedia
6. Online Streaming
7. Market Research

II. Answer any THREE of the following questions in not more than 150 words.

(3X10 = 30 marks)

8. In the age of the 'prosumer' film marketing has evolved into a more dynamic and challenging activity. Elucidate
9. What are the various film distribution models?
10. Discuss the role of film festivals in marketing a film.
11. What are promotional tie-ins? How do films benefit from them?
12. Discuss the role of Public Relations in film marketing.

III. Answer ANY ONE of the following in not more than 300 words (1X15=15 marks)

13. Write an essay on the importance of copyright in the distribution of films with case studies.
14. Discuss how COVID-19 has impacted the film industry.
15. What are OTT platforms? What is their business model?