Sr. No. 324107

December 2023

BSC (Animations) Re-Appear 1st Sem., ~~December 2023~~
Introduction to Film Marketing (BSC-AM-19-104)

Time: 3 Hours   Max. Marks:75

Instructions: 1. *It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.*

2. *Answer any four questions from Part -B in detail.*

3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART -A

Q1 (a) What is pre-production in filmmaking, and why is it considered a crucial phase (1.5) in the filmmaking process?

(b) Describe the role of a film director and some key responsibilities they have (1.5) during the production phase.

(c) What is the purpose of a screenplay, and how does it serve as a blueprint for a (1.5) film?

(d) How do cinematographers contribute to the visual storytelling of a film, and (1.5) what key decisions do they make during production?

(e) Explain the significance of casting in filmmaking and how it influences the (1.5) overall quality of a film.

(f) What is the role of the film editor, and how do they shape the narrative and (1.5) pacing of a film during post-production?

(g) How do production designers contribute to the visual aesthetics of a film, and (1.5) what elements do they focus on?

(h) Explain the purpose of the standard and transport toolbar in audio editing (1.5) software.

(i) What is the purpose of a film producer, and what challenges do they typically (1.5) face throughout the filmmaking process?

(j) What is the significance of lighting in video production?   (1.5)

PART -B

Q2 (a) Can you share insights into the role of project management methodologies, (7.5) such as Agile or Scrum, in coordinating and streamlining the production pipeline, and how do they contribute to adaptability in the face of evolving project requirements?

(b) In the rapidly evolving landscape of filmmaking, how have advancements in (7.5) technology influenced the way stories are told on screen, and what trends or innovations are shaping the future of the industry?

Q3 (a) In the rapidly evolving landscape of filmmaking, how have advancements in (7.5) technology influenced the way stories are told on screen, and what trends or innovations are shaping the future of the industry?

(b) How do cinematography and camera work contribute to the overall aesthetic (7.5) and emotional impact of a film, and can you provide examples of techniques used to achieve specific storytelling goals?

Q4   In the context of filmmaking, what does the term "production design" (15) encompass, and how does it contribute to creating the visual and thematic elements of a film?

Q5 (a) How does the distribution and marketing phase play a crucial role in (7.5) determining the success of a film in the industry?

   (b) Can you describe the key stages and components of a typical production (7.5) pipeline in the context of a creative project, such as film or video game development?

Q6 (a) How did the advent of sound technology impact Indian cinema, and what were (7.5) some notable films that marked this transition from silent to sound films?

   (b) What specific tools and technologies are commonly used at different stages of (7.5) the production pipeline, and how do they contribute to the efficiency and quality of the final output?

Q7   Discuss the evolution of the Bollywood film industry, its rise to prominence, (15) and its influence on shaping the cultural landscape of India.

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