

S.Y. BAMMC - Sem IV - Medical Exam - June '23

Malini Kishor Sanghvi College of Commerce and Economics
Film Communication II

Class: SYBAMMC Sem IV Duration: 2hrs.30mins. (75 Marks)

Note: All questions are compulsory with internal choice

Q1) Explain in brief about the following (Any 5) (15 marks)

- A) Dadasaheb Phalke
- B) V Shantaram
- C) Kasinathuni Vishvanath
- D) Crowd funding
- E) Oscars and Baftas
- F) Marketing of films
- G) Genre in films



Q2 A) Write about the contributions of Bengali film makers in Regional Cinema. (8 Marks)

B) What is the significance of 'Bollywood' as an entertainment industry? (7 Marks)

OR

Q2 C) Describe the evolution of Indian cinema from past to present. (15 Marks)

Q3 A) Write a brief note on celluloid to digital explosion of films in India. (8 Marks)

B) What kind of transformations happened in films as a result of the digital explosion in 2000s? (7 Marks)

OR

Q3 C) Explain the impact of media convergence on film viewing culture. (15 Marks)

Q4 A) Explain the Production stage of film making. (8 Marks)

B) Mention about the various film schools in India (7 Marks)

OR

Q4 C) Write a brief note about film festivals in India and abroad. (8 Marks)

D) Explain the meaning and importance of film censorship. (7 Marks)

Q5) Write short notes on: (any three) (15 Marks)

- A) Box Office
- B) Convergence of art and commercial cinema.
- C) Economic contributions of cinema
- D) ROI system in film industry
- E) Trade association and film bodies