

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary.
 3. Illustrate your answers with examples.

Q1. Case Study

3 Idiots- an Iconic Indian Film Directed by Rajkumar Hirani in 2009 was a film based on students and their college endeavors. The film revolves around 3 friends, all aspiring Engineers, who together try to sail through their college life struggles while enjoying it to the fullest. It is through this satirical drama that unpopular yet important issues like peer, parental, and societal pressures were highlighted. Based on the above synopsis answer the following

Answer the following

- a. Product placement:- Choose a product/service that could be advertised in the film 3-idiots based on the above script. Provide reasons for your answer. (08)
- b. Promote the above film using the latest Entertainment media marketing tools such as Cross Promotion, AFP, OOH, Social media, Event and Media sponsorship. (10)

Q2. Answer the following

- a. "The key role of media brands is to entertain". Justify the above statement using any 2 successful media brands as examples. (08)
 - b. Write a detailed note on influencer marketing. (07)
- OR
- c. Trace the scope and growth of entertainment marketing in India. (08)
 - d. Discuss the various marketing tactics used by TV shows to increase TRP. (07)

Q3. Answer the following

- a. What is Niche TV? Explain the strategies of niche marketing with reference to Sports TV (08)
 - b. Discuss the new trends of Film distribution and consumption in the "Digital Era". (07)
- OR
- c. Explain the steps involved in creating a social media campaign (08)
 - d. List the different types of radio advertising and explain the merits of radio marketing. (07)

Q4. Answer the following

- a. What are the future trends in Television marketing? (08)
 - b. Explain giving suitable examples the trend of Instagram marketing for the entertainment industry. (07)
- OR
- c. Describe the basic steps in designing an effective Electronic Press Kit (EPK). (08)
 - d. Discuss any Two successful Radio campaigns used by radio channels. (07)

Q5: Write Short Notes on (Any THREE)

- a. Celebrity Endorsements. (15)
- b. Experiential marketing.
- c. Functions of TV.
- d. 7 Ps of Marketing.
- e. Podcast an upcoming medium of entertainment.
