

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Q1 is compulsory.
 2. Q2 to Q5 have options within questions.
 3. Draw suitable diagrams wherever necessary.
 4. Illustrate your answers with examples.
 5. Figures to the right indicate full marks.

Q1. Case study

"In the biographical sports drama 'Dangal,' directed by Nitesh Tiwari in 2016, the film follows the journey of former wrestler Mahavir Singh Phogat and his daughters, Geeta and Babita Phogat, as he trains them to become world-class wrestlers. Through this inspiring narrative, 'Dangal' shed light on societal norms, gender stereotypes, and the pursuit of excellence in sports while captivating audiences with its powerful storytelling. Based on the synopsis-

Answer the following:

- a. Product placement: Choose a product/service that could be advertised in the film Dangal based on the above script. Provide reasons for your answer. (05)
- 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. Define entertainment marketing. Elaborate on the types of entertainment marketing in detail. (08)
 - b. Explain need and scope of entertainment marketing. (07)
- OR**
- c. "How do brands play a crucial role in shaping customer perceptions and decisions, and what impact does this have on their loyalty and purchasing patterns?" (08)
 - d. Discuss the marketing tactics used for television programmes to increase TRP. (07)

Q3. Answer the following:

- a. Explain the advantages of experiential marketing with appropriate examples. (08)
 - b. What are Cross promotions? Explain with examples. (07)
- OR**
- c. Discuss the future trends in Television industry. (08)
 - d. Explain niche market with reference to Kids TV (07)

Q4. Answer the following:

- a. You Tube as a marketing tool for entertainment industry. (08)
 - b. Elaborate on the contents of an Electronic Press Kit (EPK). (07)
- OR**
- c. What is a film marketing plan? Elaborate. (08)
 - d. Explain the types of Radio marketing. (07)

Q5. Write Short Notes on (Any THREE)

- a. 7 Ps of Marketing.
- b. Steps involved in creating a social media campaign.
- c. Trailers and teasers as marketing strategy.
- d. Advertiser Funded Programs (AFP).
- e. State any one successful Radio campaign.
