



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

**School: SCHOOL OF FILM AND MEDIA
& NM)**

Program: BBA (MC) B.Sc. (FM

Course: CORPORATE AD FILM PRODUCTION

Course Code: MAC 313

Semester: FIVE

Max Marks: 100

Duration (mins): 60

Note: 1. Figures to the right indicates full marks.

- Q 1. What is the Idea behind this corporate film and efforts you have put in for developing the Idea? (20)
- Q 2. What are the aspects covered under Pre-Production and how? (20)
- Q 3. How do you finish the corporate film Production process? (20)
- Q 4. How was the Edit done and what differences you observed for corporate film (20)
- Q 5. Elaborate on the creative aspects of the corporate film making (20)