



**BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
2023/2024 ACADEMIC SESSION**

COURSE TITLE: CINEMA MANAGEMENT

COURSE CODE: MAS 437

UNIT: 2

DURATION: 2 HRS

**ANSWER: THREE QUESTIONS, QUESTION ONE IS COMPULSORY
QUESTIONS**

1. (a) Science has a general overview in all spheres of film production. Discuss. (15 marks)
(b) Explain the significance of science in the final stages of film marketing and distribution? (15 marks)
2. How and why are the Auteur's and Realism theories anchored on the philosophy of effective management style and operation? Give examples from the films watched. (20 marks)
3. Apart from intellectual theft, film management specifically identified areas that stall the success and public acceptance of films. Discuss the identified areas as they affect Warranties, Editing, Indemnity, Termination, Advertising and Rights to a film. (20 marks)
4. Security is pivotal to the overall success in film production. Aside from safety of life and property, discuss other glaring flaws of non-adherence to effective security enforcement. (20 marks)
5. (a) How is the issue of intellectual theft a necessary decimal in film management? (10 marks)
(b) Expatiate on factors militating against enforcement of laws and what should be done to improve efficiency. (10 marks)