

Total No. of Questions : 4]

SEAT No. :

PC-1618

[Total No. of Pages : 2

[6330]-31

S.Y. B.Sc.

ANIMATION

ANM301: Animation Technique

(2021 Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer the following Questions (any ten):

[10 × 2 = 20]

- a) What is clay?
- b) What is key light?
- c) What is clean plates?
- d) What is Frame Rate?
- e) What is Croma?
- f) What is clean plates?
- g) What is BG plates?
- h) Short cut key for new project?
- i) What is Roto?
- j) What is "effects"?
- k) What is stocks?
- l) What is masking?

P.T.O.

Q2) Answer the following (Any Three):

[3 × 5 = 15]

- a) Explain process of clay Animation.
- b) How many Lights we value in after effect? Explain
- c) How we create clean plates.
- d) Explain luterface of after effects?
- e) What is post production? Explain in brief

Q3) Answer the following (Any Three):

[3 × 5 = 15]

- a) What are the various rotational axes in after effect? Explain.
- b) Explain "ease in" and "ease out" in after effect.
- c) What is masking? And what is the short key to select the image?
- d) Explain graph editor in detail.

Q4) Answer the following (Any Four):

[4 × 5 = 20]

- a) Write down short cut key.
 - i) New project
 - ii) open a most recent project
 - iii) New solid layer
 - iv) New adjustment layer
- b) How you can delete the previous time from the time from panel. Explain?
- c) What is scale? What are the control keys in the tool bar?
- d) How can you reach extra spot of the futage.



Total No. of Questions : 4]

SEAT No. :

PC-1619

[Total No. of Pages : 2

[6330]-32

S.Y. B.Sc.

ANIMATION

ANM302-3D: Production - II (Maya)

(2021 Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer the following Ten :

[10 × 2 = 20]

- a) What is Animation?
- b) Write keyboard combination for duplicate & duplicate special.
- c) What is shortcut to switch on lights in viewport?
- d) Write shortcut for wire frame mode?
- e) Write shortcut for instant smooth the model.
- f) What is use of Merge Command?
- g) What is target weld?
- h) What is unfold in edit UVS?
- i) What is use of Bridge Command?
- j) What is Bevel in Maya?

P.T.O.

Q2) Answer Any Three questions:

[3 × 5 = 15]

- a) Explain production workflow of CGI.
- b) What is the Render Engine? Explain any one.
- c) Explain types of lights in Maya.
- d) What is Ray trace shadow? Explain with example.

Q3) Answer Any Three questions:

[3 × 5 = 15]

- a) Explain Nodes in Hypershade.
- b) Write down any 5 modifiers. Explain any 2 in detail.
- c) Explain UVW mapping and texturing concept.
- d) Explain Photoshop-Maya connection while texturing.

Q4) Answer Any Four questions:

[4 × 5 = 20]

- a) Explain parent-child connection in Maya.
- b) Explain joint system of rigging.
- c) Describe weight painting.
- d) Differentiate IK and FK in maya Rigging.
- e) Explain channel Box and Attribute editor.



Total No. of Questions : 4]

SEAT No. :

PC-1620

[Total No. of Pages : 2

[6330] - 33

S.Y. B.Sc. (Animation)

ANM-303: ANIMATION PRODUCTION PROCESS

(2021 Pattern) (Semester-III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory*
- 2) *Figures to the right indicate full marks.*
- 3) *Neat diagrams must be drawn whenever necessary.*

Q1) Answer the following questions (any 10) :

[10 × 2 = 20]

- a) What is concept art?
- b) What is idea to develop story?
- c) What is story?
- d) What is plot?
- e) What is Screenplay?
- f) What is cinematography?
- g) Which software is used to Writing Script?
- h) When a script is completed and ready to go into pre-production. It is called?
- i) What is a scene heading in script writing?
- j) How many stages are there to create a animation movie?
- k) Write names any 3 type of storyboard?
- l) What is full form of CGI?

P.T.O.

Q2) Answer the following questions (any 4)

[4 × 5 = 20]

- a) Explain difference between Antagonist and Protagonist?
- b) Explain what is shape language in character design? Explain with diagram in brief?
- c) What is layout design for B.G.? Explain.
- d) Explain use of animatic in detail?
- e) Explain F.G., M.G. and B.G. in detail?

Q3) Answer the following questions (any 3)

[3 × 5 = 15]

- a) Explain steps to develop 2d animation movie. Explain in detail?
- b) What are different types and styles of character design? Explain in brief.
- c) Explain steps to develop 3d animation movie? Explain in detail?
- d) Explain pipeline of VFX?

Q4) Answer the following questions (any 3)

[3 × 5 = 15]

- a) Explain steps and pipeline to develop clay animation movie?
- b) Explain various camera angle in detail? with diagram.
- c) Explain character rig in cut-out animation? Explain with diagram.
- d) Explain various camera shots and movement? Explain with diagram in detail.



Total No. of Questions : 4]

SEAT No. :

PC1621

[6330]-41

[Total No. of Pages : 2

S.Y. B.Sc. (Animation)

ANM - 401 : ANIMATION OF AR AND VR TECHNIQUES

(2021 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer the following questions. (any ten)

[10×2=20]

- a) What does AR/VR stands for?
- b) Write primary features of VR?
- c) What is virtual world space?
- d) Write down VR Toolkits?
- e) What is 3D Modelling?
- f) What is rendering is Augmented simulation?
- g) What is 3D clipping?
- h) What is color theory?
- i) How does AR improve this Present Reality?
- j) How does immersive VR experience created?
- k) What are some popular AR application for Smart Cell Phone.
- l) What is the sensors?

P.T.O.

Q2) Answer the following (any three) : **[3×5=15]**

- a) Explain the concept of AR and provide an examples of its.
- b) How can AR and VR be integrated to create mixed reality experiences?
- c) What are the Hardware requirements for running AR Applications.
- d) Difference between AR/VR.
- e) What are the potential health concerns with VR technology.

Q3) Answer the following (Any three) : **[3×5=15]**

- a) Explain how can AR be used in education?
- b) What is the purpose at VR headset? Explain.
- c) Identify 2 industries, where VR technology is used and explain how it benefits each industry.
- d) Explain types of sensors.
- e) Discuss the eithical consideration surrounding the use of AR/VR technologies highlighting potential concerns and solutions.

Q4) Answer the following (Any four) : **[4×5=20]**

- a) Write and explain components of AR/VR.
- b) Advantages of AR.
- c) Disadvantages of AR.
- d) Advantages of VR.
- e) Disadvantages of VR.

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Total No. of Questions : 4]

SEAT No. :

PC-1622

[Total No. of Pages : 2

[6330]-42

S.Y. B.Sc. (ANIMATION)

ANM402-3D: SCULPTING TOOLS & TECHNIQUES (Z BRUSH)

(2021 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer any ten:

[10 × 2 = 20]

- a) What is Sub Tool?
- b) Define Digital sculpting.
- c) What is a Light Box?
- d) What is the shortcut for Move Brush?
- e) Which tool is used to create hairs in z Brush?
- f) What are the strength keys in z Brush?
- g) Define Alpha in z Brush.
- h) What are different types of strokes in z Brush?
- i) What is the shortcut for Edit Tool?
- j) What is Lazy Mouse in z Brush?
- k) What are the types of UV projection mapping in z Brush?
- l) What is the shortcut of Lazy Mouse?

P.T.O.

Q2) Answer Any Three questions:

[3 × 5 = 15]

- a) Explain Dynamesh and its use.
- b) Write a short note on z Brush Rendering.
- c) Explain the importance of z Brush in Animation industry.
- d) Explain the importance of UVW unwrapping.
- e) Write a short note on z Brush interface with well labeled diagram.

Q3) Answer Any Three questions:

[3 × 5 = 15]

- a) Write the process for Hair & Fur creation in z Brush.
- b) Explain Standard, Move and Smooth Brushes.
- c) Write the process of sculpting eyes in z Brush.
- d) Explain z Brush form and concept.
- e) Define and explain the Append tool.

Q4) Answer Any Four questions:

[4 × 5 = 20]

- a) Write the process of making clothes in z Brush.
- b) List the types of 'Strokes'. Explain all.
- c) Explain modeling with z sphere.
- d) Write the process of sculpting a Human Head in z Brush.
- e) Explain the types of marks used in z Brush.



Total No. of Questions : 4]

SEAT No. :

PC-1623

[Total No. of Pages : 2

[6330]-43

S.Y. B.Sc. (Animation)

ANM403: GAME DESIGN (BLENDER)

(2021 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer the following:

[10 × 2 = 20]

- a) What are Edges?
- b) What are Faces?
- c) How do you create a group in Blender?
- d) List any 2 Modifiers in Blender.
- e) Write down the full forms of the following:
 - i) AJ
 - ii) FPS
 - iii) TPS
 - iv) MMORPG
- f) Which modifier is used for object smoothing in Blender?
- g) What are game engines?
- h) Write any two features of Blender.
- i) Write down the shortcut key used for Grab object in Blender.
- j) What is level designing?

P.T.O.

Q2) Answer the following (Any Three):

[3 × 5 = 15]

- a) Explain UV Mapping.
- b) Explain Game Tools panel.
- c) Explain outliner window in Blender.
- d) What is Gaming? Explain types of games.
- e) Explain the concept of level designing in games.

Q3) Answer the following (Any Three):

[3 × 5 = 15]

- a) Explain the process of animation in Blender.
- b) Explain mobile gaming.
- c) Draw and design and 5 types of war shields.
- d) What is classification of gaming? Explain educational game.
- e) Describe Blender interface.

Q4) Answer the following (Any Four):

[4 × 5 = 20]

- a) How can Blender be used to create game assets?
- b) Explain scene panel with diagram.
- c) Explain Game engine basics.
- d) Discuss the role of lighting in game design using Blender.
- e) Describe any one game engine.
- f) Explain Blender Node editor panel.



Total No. of Questions : 4]

SEAT No. :

PC1624

[6330]-51

[Total No. of Pages :2

T.Y.B.Sc. (Animation)

ANM501 : VISUAL EFFECTS (NUKE)

(2021 Pattern) (Semester- V)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Neat diagrams must be drawn wherever necessary.*
- 2) *All questions are compulsory.*

Q1) Answer any 10:

[10×2=20]

- a) Shortcut key for merge Node is _____.
- b) What is the definition of compositing?
- c) What does CGI stand for?
- d) What is Digital Compositing?
- e) What is the shortcut to disable a Node?
- f) Node Graph Editor is used for _____.
- g) What is the full form of PAL?
- h) Shortcut key for Read Node is _____.
- i) The image composited by Oscar Gustave Rejlander is called _____.
- j) NTSC format uses _____ FPS for shooting or playing a video.
- k) Write about Motion capture in short.
- l) What does the term “Nuke” Refer to the context of visual effects?

Q2) Answer any four:

[4×5=20]

- a) Describe Nuke interface with a diagram.
- b) Write down the difference between Foreground and Background.
- c) Write a brief note on Image Generation.
- d) Elaborate the concept ‘Juxtaposition’ with example.
- e) Explain the render process in Nuke software.

P.T.O.

Q3) Answer any three.

[3×5=15]

- a) Write down the example of Break the pattern in scene composition.
- b) Describe the low angle shot.
- c) Explain the use of following nodes in Brief : Read, Transform, Grade Blur, Colour Bars.
- d) Write down the example of Simultaneous Contrast.

Q4) Answer any Three.

[3×5=15]

- a) What is a single point Tracker? Explain its working Technique.
- b) Explain the Symmetry Rule in compositing Techniques.
- c) What is the principle of simultaneous contrast?
- d) Explain Precise and Garbage Poly.



Total No. of Questions : 4]

SEAT No. :

PC1625

[Total No. of Pages : 2

[6330]-52

T.Y. B.Sc. (Animation)

ANM - 502 : GAME PRODUCTION (UNITY)

(2021 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Write prescriptions where indicated and in the use of drugs their doses should be given.*

Q1) Answer the following questions.

[10×2 = 20]

- a) Define terrain & its tools in short.
- b) How to create a new game object?
- c) How to import packages in unity?
- d) How to Lock the scene view camera?
- e) In Unity how to pause frames in game objects?
- f) In Unity what is the primary purpose of the Terrain system?
- g) What is Rigid body's work in Game object?
- h) What is the short cut key to duplicate the selected object in unity.
- i) Gizmos are graphics associated with game objects in the scene True or False.?
- j) Unity software is only available for windows operating system.

P.T.O.

Q2) Answer the following questions (any four)

[4×5 = 20]

- a) Define Game Assets.
- b) Define the Unity registry, my assets, console window.
- c) Explain the Unity particle system.
- d) Define tool & path of animator component.
- e) Explain all Tarren tool in details.

Q3) Answer the following questions. (any three)

[3×5 = 15]

- a) Define Tools and path of physic material, Tags, on Fixed.
- b) Explain all the nodes used in Rigid body.
- c) Write a brief Note on console panel.
- d) Explain the collision component with physic material.

Q4) Answer the following questions (any three)

[3×5 = 15]

- a) Explain in brief about scene manager node.
- b) Explain Lights option in unity.
- c) How to use Input node using get Axis raw event.
- d) Explain the 3D cube property and draw the Node Graph.



Total No. of Questions : 4]

SEAT No. :

PC1626

[Total No. of Pages : 2

[6330]-53

T.Y. B.Sc. (Animation)

ANM- 503 : UI&UX DESIGN

(2021 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*

Q1) Answer the following questions :

[10×2=20]

- a) Explain how users personalize their android experience with different customizations?
- b) Explain the role of the android notification.
- c) Describe the importance of app permission in android.
- d) What is touch screen panel?
- e) What is alignment in UI?
- f) What are the properties of animation in UI?
- g) What is space well in UI designing?
- h) Define visibility in UI.
- i) What is UI design pattern?
- j) What is wireframe?

Q2) Answer the following (Any Four)

[4×5=20]

- a) Draw a wireframe on existing travelling application.
- b) Explain the different types of wireframe.
- c) Explain the functions & customization options available in the windows taskbar.
- d) How does android handle multitasking & what methods are available for switching between recently used applications?
- e) Explain key characteristics of android guide.

P.T.O.

Q3) Answer the following : (Any Three)

[3×5=15]

- a) How has the windows UI evolved over the years & what were the significant changes in its development.
- b) Explain the visual design aspects of windows application development.
- c) Explain the principles of controls, message in windows guides.
- d) Describe the user interface in macos & its distinctive Features compared to other operating system.

Q4) Answer the following : (Any Three)

[3×5=15]

- a) Describe the user account management options in windows.
- b) Explain how users personalize their android experience with different customization.
- c) Explain how the text font & alignment affects your overall design in UI.
- d) Explain difference between tagline & contrast window.



Total No. of Questions : 4]

SEAT No. :

PC-1627

[Total No. of Pages : 2

[6330]-54

T.Y. B.Sc. (Animation)

ANM-504 : MOTION GRAPHICS & COMPOSITING

(2021 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicates full marks.*

Q1) Answer the following questions.

[10 × 2 = 20]

- a) Define Graphics.
- b) What is sting?
- c) What is transition?
- d) What is animatic?
- e) What is alpha channel?
- f) What is parenting?
- g) What is motion graphics?
- h) What is continuity?
- i) What is key frame?
- j) What is radial balance?

Q2) Answer the following questions. (any four)

[4 × 5 = 20]

- a) What is difference between luma alpha matte?
- b) Explain color correction in brief.
- c) Explain spatial interpolation in brief.
- d) Explain unites in composition?
- e) Explain temporal interpolation in brief.

P.T.O.

Q3) Answer the following questions (any three) :

[3 × 5 = 15]

- a) Explain network branding in detail.
- b) Explain principles of motion graphics?
- c) Explain use of keying explain in brief?
- d) Explain principles of composition in brief?

Q4) Answer the following questions (any three)

[3 × 5 = 15]

- a) Describe the latest technologies used for motion graphics.
- b) Explain parenting & Nesting in co-ordinating movements?
- c) Explain what is frame by frame animation in brief.
- d) Explain : assessment, formulation and cultivation in motion graphics.



Total No. of Questions : 4]

SEAT No. :

PC1628

[6330]-61

[Total No. of Pages :2

T.Y.B.Sc. (Animation)

ANM-601 : IPR & CYBER SECURITY

(2021 Pattern) (Semester- VI)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer any Ten:

[10×2=20]

- a) What is security audit?
- b) What is CIA?
- c) Describe Firewall.
- d) Write any 3 goals of information security.
- e) What is SSE-CMM?
- f) Write any two features to secure operating system.
- g) Write any two types of intellectual property rights.
- h) Define trade secretes.
- i) Define Internet.
- j) What is digital watermarking?
- k) Define malicious code.
- l) Define BCP.

Q2) Answer any Four.

[4×5=20]

- a) Write any Fire Security cyber attacks.
- b) Write a note on transmission devices.
- c) Write a note on security systems in e-Banking.
- d) Explain security Procedures & Guidelines.
- e) Describe copyright in computer software industry.

P.T.O.

Q3) Answer any Three.

[3×5=15]

- a) What is difference between BCP & DGP?
- b) Why security audit is important for organisation.
- c) What are different security system devices used in ICT in Business?
- d) Describe Hacking a computer system.

Q4) Answer any Three.

[3×5=15]

- a) Write any Fire International security standard.
- b) Write a short note on Security Engineering.
- c) Why wireless networks are not secure?
- d) Describe ISO-OSI Model.



Total No. of Questions : 4]

SEAT No. :

[Total No. of Pages : 2

PC1629

[6330]-62

T.Y. B.Sc. (Animation)

ANM - 602 : NEW MEDIA

(2021Pattern) (Semester - VI)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer any ten.

[10×2=20]

- a) Who is Citizen journalist?
- b) What is full form of http://?
- c) How long is copyright valid in India.
- d) Name three video Editing Software.
- e) SEO stands for?
- f) Who started first Public internet service in India?
- g) What is digital storytelling?
- h) Name two Indian fact-checking website.
- i) Name three e-Book Formats.
- j) Who launched first newspaper website in India?
- k) Who introduced Broadband services in India?
- l) What is full form of ERNET.

P.T.O

Q2) Answer any four.

[4×5=20]

- a) Explain Hyper-textuality, multi-mediality and interactivity with example.
- b) How social media can be used for story generation & development?
- c) Write Roadmap for feature writing for online media.
- d) What is feature writing? Write the purpose of feature writing.
- e) Which are content creation tools of multimedia journalists?

Q3) Answer any three.

[3×5=15]

- a) Why Responding to the Audience is necessary in digital journalism?
- b) How social media can be used for story generation & development?
- c) What is difference between Podcast and webcast?
- d) Discuss Advantages of new media over traditional media.

Q4) Answer any three.

[3×5 = 15]

- a) Explain Benefits and challenges of open Source journalism.
- b) How to write for online Audiences?
- c) What is multimedia journalism?
- d) What is E-Book? Its Advantages over Printed Books.
- e) Which are content creation tools of multimedia journalists?



Total No. of Questions : 4]

SEAT No. :

PC1630

[Total No. of Pages : 2

[6330]-63

T.Y. B.Sc. (Animation)

ANM-603 : WHITE BOARD AND EXPLAINER VIDEO ANIMATION

(2021Pattern) (Semester - VI)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Neat diagram must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*

Q1) Answer any Ten.

[10×2 = 20]

- a) How can you add text to a project?
- b) What is the primary function of the Erase Effect?
- c) What is the purpose of incorporating charts?
- d) What is the video scribe primarily used for?
- e) How can users customize text?
- f) What is the purpose of the canvas and Drawing tools?
- g) What is the purpose of the Media Library?
- h) What is the one way to use GIFs?
- i) Write a features of Videoscribe.
- j) How can users create a new scene?
- k) What is the purpose of using gradients?
- l) How can users export their completed project?

P.T.O.

Q2) Answer any Four.

[4×5 = 20]

- a) What steps are involved in adding the first image to a video scribe project and adjusting it?
- b) Describe the main tools and features available in Videoscribe for creating engaging whiteboard and explainer video animation.
- c) What options are available for customizing text properties?
- d) Why is customizing default setting important in Videoscribe and how does it benefit users?
- e) Provide examples of different hand styles available in Video scribe?

Q3) Answer any Three.

[3×5 = 15]

- a) How does adjusting the image contribute to the creation of a visually engaging animation?
- b) How do continuity points in Video scribe contribute to creating seamless drawing animation, and what are some tips for effectively using them?
- c) Describe the purpose of incorporating charts into Videoscribe animations.
- d) How can voiceovers be added to video scribe animation, and what role do they play in enhancing storytelling and engagement?

Q4) Answer any Three.

[3×5 = 15]

- a) Explain the significance of using different types of charts such as bar charts, line charts, and pie charts in, video scribe animations.
- b) How does the timeline in Videoscribe facilitate precise control over animation timing and sequencing?
- c) Explain the significance of adjusting canvas color and texture in videoscribe.
- d) Explain the importance of previewing the animation before exporting.



Total No. of Questions : 4]

SEAT No. :

PC-1631

[Total No. of Pages : 2

[6330]-64

T.Y. B.Sc. (Animation)

**ANM-604 : BASICS OF MARKETING, MANAGEMENT
& PORTFOLIO DEVELOPMENT
(2021 Pattern) (Semester - VI)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer any Ten :

[10 × 2 = 20]

- a) What is market positioning?
- b) What is portfolio development?
- c) What is differentiation strategy?
- d) What is cost leadership strategy?
- e) What is marketing communication?
- f) How does portfolio development align with overall business objectives?
- g) What is Public Relations (PR)?
- h) What is a competitive analysis?
- i) What is a target market?
- j) What is branding?
- k) What is sales promotion?
- l) What is direct marketing?

P.T.O.

Q2) Answer any Four :

[4 × 5 = 20]

- a) How does marketing management differ from sales management?
- b) What role does branding play in animation industry?
- c) What strategies can animation studios use for effective brand management?
- d) Distinguish between production concept and product concept.
- e) What impact does brand loyalty have on the success of animation Franchises?

Q3) Answer any Three :

[3 × 5 = 15]

- a) How can animation studios adapt their branding strategies to target different demographic?
- b) How do animation studios measure the success of their branding efforts?
- c) How can animation characters become iconic brands?
- d) What types of content should be included in an animation portfolio?

Q4) Answer any Three :

[3 × 5 = 15]

- a) What is marketing communication in the animation industry?
- b) What are the key elements of the marketing Mix and how do they relate to marketing management?
- c) How can animation studios use email marketing to engage with Fans?
- d) How can animation studios develop a unique brand identity?

