

Global Economic Ripples: Indian Celebs Navigate Inflation, Production Costs,

Indian Entertainment Economy · Answer Key · 10 Questions

1. Which global conflict has been cited as a contributing factor to rising fuel, energy, and logistics costs, prompting calls for cost-cutting measures in the Indian film industry?

- A) The Russia-Ukraine War
- B) The West Asia conflict**
- C) The Korean Peninsula Tensions
- D) The South China Sea Dispute

2. According to recent surveys, what percentage drop in earnings are many behind-the-scenes workers in the Indian entertainment industry reporting compared to previous years?

- A) 10-20%
- B) 20-30%
- C) 50-60%**
- D) 70-80%

3. Kamal Haasan has urged the Indian film industry to reduce spending on what, in light of rising global economic pressures?

- A) Promotional events
- B) Actor's remuneration
- C) Unnecessary foreign travel and production delays**
- D) Local film festivals

4. What is a primary reason cited for the increased financial strain on the Indian entertainment industry, besides global economic uncertainty?

- A) A surge in international film tourism
- B) Increased competition from regional cinema
- C) Rising production costs and cautious spending by OTT platforms**
- D) A global decrease in movie attendance

5. Which of the following is NOT a factor contributing to the economic challenges faced by the Indian entertainment industry, according to recent reports?

- A) Rising fuel and energy costs
- B) Inflationary pressures affecting consumer spending
- C) A significant increase in government subsidies for film production**
- D) Uneven market recovery post-pandemic

6. What initiative has Priyanka Chopra Jonas encouraged to support homegrown labels impacted by global economic challenges?

- A) Investing in international film co-productions
- B) Promoting foreign luxury brands
- C) Supporting local brands and businesses**
- D) Organizing international film festivals

7. According to a recent survey, a significant number of workers in the Indian entertainment business are facing what issues?

- A) Receiving more work with higher pay
- B) Consistent project approvals and timely payments
- C) Very little work, substantially less pay, and delayed payments**
- D) Increased demand for international shooting locations

8. Kamal Haasan emphasized that any economic corrections in the cinema industry must not come at the cost of:

- A) Producers' profits
- B) Studio overheads
- C) Workers' wages, safety, and dignity**
- D) Marketing and advertising budgets

9. The All Indian Cine Workers Association (AICWA) has urged major stars and production houses to reconsider what, in light of the global economic crisis?

- A) Their choice of shooting locations
- B) The scripts for upcoming films
- C) Excessive remuneration and non-essential expenditure**
- D) The genre of films they produce

10. Which global event's impact on fuel, energy, and logistics has been specifically mentioned as a reason for Indian film industry leaders to reassess spending?

- A) The COVID-19 pandemic
- B) The West Asia conflict**
- C) Climate change-related disruptions
- D) Global trade wars