

**APPENDIX**

A. Specimen Of Structured Interview For Owners Of The Theatre -

1. While purchasing land and building for cinema theatre what are the various problems you had to face ?
  - a) Minimum 40,000 sq.ft, of land is required which is not available in residential area.
  - b) Land cost is very high and every day cost of building material is rising.
  - c) Procedure to get No Objection Certificates from different Authorities and final NOCs from Government of Maharashtra is very long and time consuming.
2. What are the functions and responsibilities of Cinema theatre owners ?
  - a) To keep the theatres up-to-date in accordance with the Maharashtra Cinema Regulating Act and Entertainment Duty Act and Shop and Establishment Act.
  - b) To appoint skilled and unskilled staff for running the theatre business.
  - c) To obtain good movies for exhibition.
  - d) To maintain various types of registers and records up-to date.
3. Is huge capital investment necessary ?
  - a.a) In which form ?

- a) Fixed Assets like land and building, machinery, furniture and electric fixtures.
  - b) Current Assets.
  - c) Advance to pay the distributors.
4. Is there any competition in obtaining good movies ?
- a.a) What are the essential things for the surviving in the present competition ?
    - a) Adequate finance to pay the distributors in the present competition ?
    - b) Good relations with the distributors.
    - c) Prompt pay master and honest dealings.
    - d) Efficient management.
    - e) Good maintainance of the theatre. Particularly projectors & sound system and in general cleanliness & good furniture.
5. Whether there is increase or decrease in the annual receipts since the last five years ?
- a) Increasing
  - b) Decreasing since last 3 years / 5 years.
- a. What are the main reasons for decline in the annual receipts ?
- a) High rate of Entertainment tax. In small towns 33 % and in big cities 60 %
  - b) No variety in pictures. Even 25 % pictures are of foolish type.
  - c) Competition from T.V. and Video.

- d) Every new picture is available immediately on Video cassette and at every small centre.
  - e) Quality of picture.
6. Is there any increase in maintainance cost since last five years ?
- a.a) What are the reasons ?
    - a) Increased rates of electricity.
    - b) Increased rates of printing tickets.
    - c) Increased cost of spare parts of machinery.
    - d) Increased rates of Cinema carbons.
    - e) Increased rates of repairing and maintainance of furniture and building.
7. What is the relationship between annual receipts and maintainance cost ?
- a) Inverse b) Adverse c) Proportionate.
8. Do you experience any difficulty in complying with the M.C.R. Act ?
- a.a) What are the difficulties ?
    - a) To renew licence every year, five inspections are necessary .
    - b) Official delay in getting Certificates.
    - c) Rigid and complicated rules.
9. Is there any Association to protect the interest of the exhibitors / owners ?
- Cinematograph Exhibitors Association of India.
- Theatre Owners Association of India.

10. Is there any effect of the Video on your business ?
- a.a) Upto what extent ?
    - a) Upto certain extent at the initial stages. b) Other
11. Is there any impact of T.V. Serials and V.C.R. on your business ?
- a.a) If 'Yes' - Why ?
    - a) Video cassettes of new pictures are easily available to the public at home in less cost and at convenient time.
    - b) Quality of T.V. serials is improving.
    - c) Good cinema films are shown on T.V. on Saturdays and Sundays and also on Fridays.
12. Why people are not inclined to visit the cinema theatres ?
- a) High rates of cinema tickets.
  - b) Lack of good ammenities.
  - c) Unhealthy atmosphere in surroundings.
  - d) Poor maintainance in most of the theatres.
13. Is there any expectation of the owner from the general public ?
- a.a) If 'Yes', what are the expectations ?
    - a) Public should observe general cleanliness.
    - b) Public should not damage the cinema hall property.
    - c) Form a Queue to buy cinema tickets.
    - d) Not to buy cinema tickets in black market.

14. If you felt that the theatre business is getting effected due to the Video Houses or Video cassettes what measures do you fell should be taken.
- a) Reducing the rates of tickets.
  - b) Better ammenities to the audiance.
  - c) Any other reason. (Please specify)

B. Specimen Of Structured Interview Of Distributors -

1. What are the essential qualities and requirements to be a. a film distributor ?
  - a) Knowledge of Cinema business.
  - b) Capacity to arrange for large amount of money/finance.
  - c) Forecasting capacity regarding financial returns of new pictures.
  - d) Good relations with the theatre owners in the circuit.
2. What film is the nature of working of the film distributors ?
  - a) To acquire the distribution rights of cinema.
  - b) To release the pictures in good theatre in his territory.
3. How much capital is required to be invested in the line ?
  - a) Huge amount
  - b) Small amount
  - c) No limit.
4. On what basis pictures are acquired from the producer ?
  - a) Out right sell.
  - b) Minimum guarantee with commission.
  - c) On advance basis with commission.
5. What are the sources to recover invested amount ?
  - a) Commission
  - b) Outright sell
  - c) Doing fast business.
6. Is there any guarantee to returns on investment ?
  - a.a) If 'No', why ?

- a) Speculative nature of business.
  - b) Any other reason (Please specify)
7. What will be financial effect on distributor if he does not get the picture in time ?
- a) Interest on invested amount.
  - b) Expenditure on publicity.
  - c) Theatre rents.
8. After acquiring the pictures for distribution, what are the main items of expenditure ?
- a) Publicity and Advertisement.
  - b) To take out the copies of the picture prints.
  - c) Any other. (Please specify)
9. Is there any difficulty in getting good theatre in big cities for releasing the picture ? What are the difficulties ?
- a) Higher rents of theatre.
  - b) Limited number of theatres as compared to the flow of pictures.
  - c) Particular taste of the theatre for regional films.
10. Is there any difficulty in getting theatres in small cities for releasing the pictures ?
11. Is there any difficulty in recovering the share of income from cinema theatre owners ?
12. How can the distributor safeguard his interest for the recovery of his share from owners ?
- a) By demanding advance.



- b) Any other way.
13. On what basis the distributor acquires the theatres for release of the pictures ?
- a) Hires of the theatre.
  - b) Percentage.
  - c) Fixed hire.
  - d) On merit of pictures.
14. Is there any Association to safeguard the rights of the distributors and exhibitors ?
15. Which Association is working in this respect ?
- a) Indian Motion Pictures Distributors Association.
  - b) Any other Association.
16. Is there any impact of T.V. and Video on the distribution business ?
- a.a) If 'Yes', what measures do you feel should be taken ?
    - a) After 3 or 4 months of releasing the pictures at main city Video Cassette rights should be given.
    - b) Any other reason. (Please specify)
17. Is there any difficulty in acquiring films from producers in time ?
- a.a) What are the difficulties ?
    - a) Delay in shooting schedule.
    - b) Obtaining Censor Certificate.
    - c) Availability of Stars.
    - d) Financial problems.

C. Specimen Of Structured Interview For General Public -

1. Do you watch movies ?
- 2.a. Where do you like to watch movies ?
  - a) Theatre b) Video House c) At home on V.C.R./V.C.P.
  - b. Why do you like to watch movies in theatres ?
    - a) Wide screen b) Sound effects c) Any other reason  
(Please specify)
  - c. Why do you dislike to watch movies in theatre ?
    - a) Unhealthy atmosphere b) Small screen
    - c) Strain on eyes.
  - d. Why do you like to watch movies in Video House ?
    - a) Low Charges b) Latest movie c) Any other reason.  
(Please specify)
  - e. Why do you dislike to watch movies in Video House ?
    - a) Atmosphere b) Short screen c) Strain on eyes.
  - f. Why do you prefer watching movies at home ?
    - a) Time factor b) Convenience c) Family togetherness.
    - d) Any other reason. (Please specify)
  - g. Why do you dislike to watch movies at home ?
    - a) Strain on eyes b) Short screen c) Boredum
    - d) Any other reason (Please specify)
3. Generally when do you prefer to watch new movies in the theatres ?
  - a) On the opening day b) Last week c) No rush
  - d) Any other reason (Please specify)

4. At which show would you prefer to watch movies at theatre ?
  - a) Matinee b) First show c) Second show
  - d) Third show.
5. Before the invansion of the T.V. and V.C.R., how frequently did you visit the theatre ?
  - a) Once in a week b) Twice a week c) Once in a month
  - d) Never.
- 6.a. At presently how frequently do you watch movies ?
  - a) Once a week b) Once in a month
  - c) Once in six month d) Never.
  - b. During your weekly off do you visit the theatre ?
  - c. On Holidays ?
  - d. Why do you visit the theatre once in a month ?
    - a) Time factor b) Cost
    - c) Quality of pictures d) Any other reason

(Please specify)
  - e. Why do you watch movies once in a six month ?
    - a) Quality b) Cost c) Favourite actors
    - d) Classical movies.
7. Have you got any complaint against the Cinema theatres ?
  - a) Uncomfortable seating accomodation.
  - b) Unclean surroundings.
  - c) Lack of proper booking arrangement.

9. What kind of improvement do you expect in the prevailing conditions ?
- a) Keep theatre clean.
  - b) Provide comfortable seating arrangement.
  - c) Availability of tickets.
  - d) Polite attitude towards public.

D. Specimen Of Structured Interview For Employees Of The  
Cinema Theatre -

1. What are the essential qualifications for the employment in theatre business ?
  - a) Educational qualification Minimum 8th standard.
  - b) Only literate.
  - c) Physical fitness and physically strong.
  - d) Age limit above 18 years as per Shop and Establishment Act.
2. How many hours you have to work in a day ?
  - a) For full time 9 hours a day with 1 hour rest.
  - b) For part time 5 hours.
  - a. Whether you have to work continuously for 8 hours ?
  - b. Is there short break after each show ?
3. Whether your attendance is necessary in short break also ?
  - a. Is there any provision of staff-room for employees ?
4. Do you think, is uniform necessary for you ?
  - a. If 'Yes', Why ?
    - a) To identify cinema theatre employees from public.
    - b) Any other reason. (Please specify)
  - b. If you think, uniform is necessary, do the cinema theatre owners provide you uniform and also washing allowance ?
5. How much monthly salary do you get ?
  - a) As per catagories.

b) Varing from Rs. 650/- to Rs. 950/- p.m.

a. Whether monthly salary is sufficient for your family maintainance ?

b. If no, why ?

Basic minimum wages are very low as compared to other business.

b) Cost of living is high.

c) Any other reason. (Please specify)

6. Is there any provision of annual increment for you ?

7. Is there any provision of pension after retirement ?

8. Is there any provision of Provident Fund, Gratuity, Bonus ?

9. Is there any provision or are you getting the benefits of welfare facilities ?

a. If no, why ?

a) There is no legal bindings on the cinema owners to provide the welfare facilities to their employees.

b) Any other reason. (Please specify)

10. Whether you have to work as per designated posts ?

11. Is there any Union to safeguard your interest ?

12. If 'Yes', Does the Union fight for your demands ?

13. Did you have any complaint against your Employer ?

a. If 'Yes', The nature of complaint.

a) Leave b) Irregularity in payment c) Working hours

d) Any other.

14. Did you Employer took cognisance of your complaints ?

- 14.a. If 'No', Do you take the complaint to your Union leader ?
- b. If 'Yes', was your Union successful in solving your problem ?
- c. If 'NO' why ?
  - a) Complaints are not bonafide.
  - b) Any other reason.