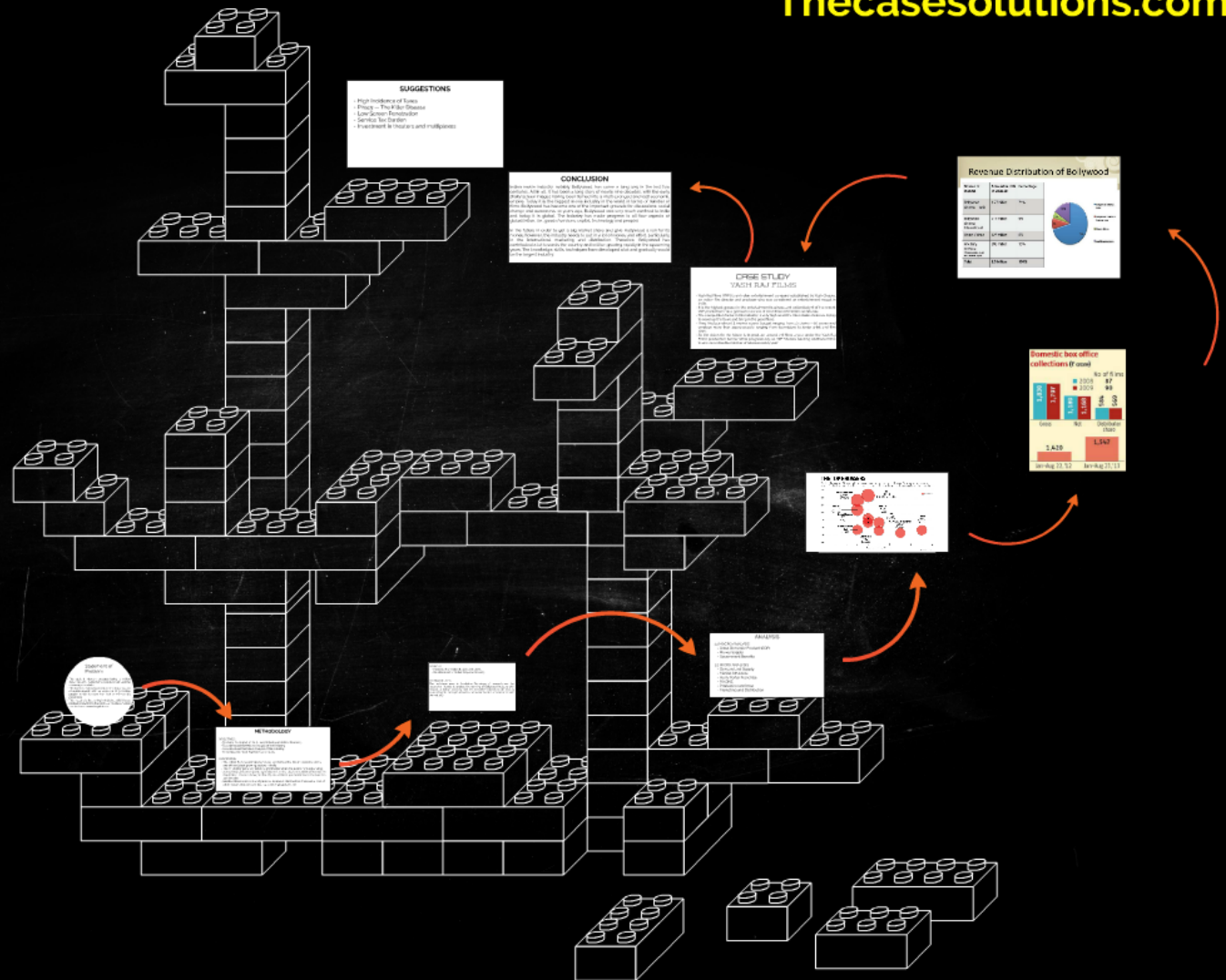


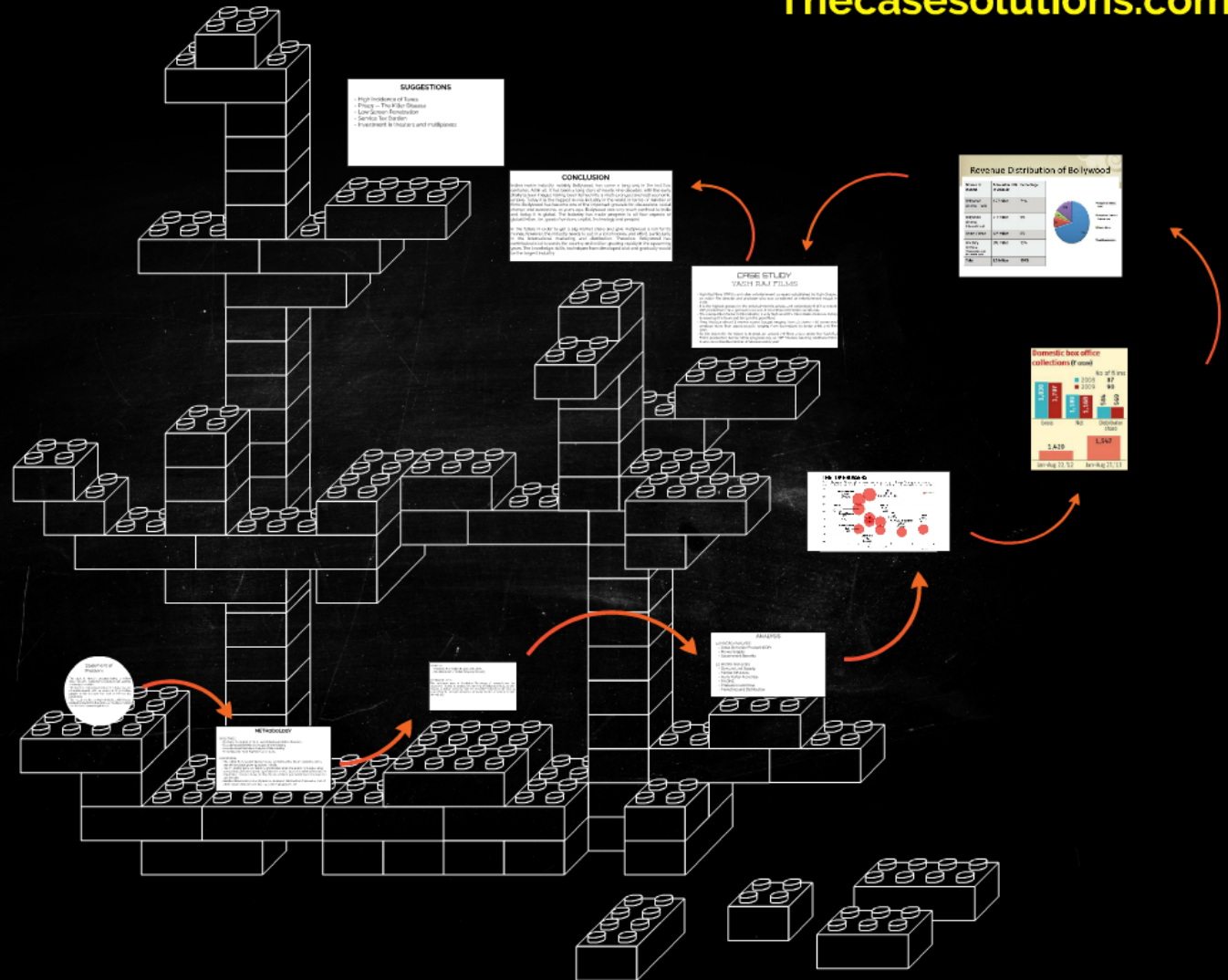
Managerial economics

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Statement of Problem

- The topic is relevant because being a million dollar industry, it affects the country's GDP and the economy as a whole.
- The movies churned out here are the major source of entertainment, with an audience of 3.6 billion people, which is more than half of the world's population.
- The industry is flourishing in India but still it faces problems relating to the fund raising phenomenon and the Government regulations.

METHODOLOGY

OBJECTIVES:

- To study the impact of Bollywood Industry on India's Economy
- To understand the Macro Analysis of the Industry
- To understand the Micro Analysis of the Industry
- To analyse the Yash Raj Film's case study

HYPOTHESIS:

- The Indian Bollywood industry has out-performed the Indian economy and is one of the fastest growing sectors in India.
- The B industry generally tends to grow faster when the economy is expanding.
- Above that, consumer spending is also on the rise, due to a sustained increase in disposable incomes, brought about by reduction in personal income tax over the last decade.
- Besides these economic and personal income-linked factors, there are a host of other factors that are contributing to this high growth rate