



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR DEGREE  
OF BACHELOR OF ARTS IN DRAMA AND THEATRE STUDIES  
WITH INFORMATION TECHNOLOGY**

**MAIN CAMPUS**

**ADT 405: THEATRE MARKETING AND MANAGEMENT I**

Date: 1<sup>st</sup> December, 2016

Time: 12.00 - 3.00pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO.

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1.
    - a. Using the customer service policy you developed on the course (ADT 405) identify and explain five qualities of a good customer service policy. [20 Marks]
    - b. Discuss the details of the customer service policy you developed on the course (ADT 405) for your theatre organization. [10 Marks]
  
  2. With reference to the brochure you developed for your theatre company, on the course (ADT 405) explain how each of the elements you included in the brochure helped in the marketing of your company. [20 Marks]
  
  3. Using examples from the business plan you developed on the course (ADT 405) describe your business by indicating the following:
    - a. products and services
    - b. competitors and competitive advantage [20 Marks]
  
  4. "Kenya's theatre environment is basically informal business endeavours."
    - a. Comment on the above statement using relevant examples.
    - b. What recommendations would you make to transform the environment from informal theatre to business enterprises? [20 Marks]
  
  5. If you were a theatre marketing manager, how would you strategically raise and lower prices to attract customers. [20 Marks]