



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE
OF BACHELOR OF ARTS IN CREATIVE & PERFORMING ARTS WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

ADT 405: THEATRE MARKETING AND MANAGEMENT I

Date: 11th January, 2016

Time: 11.00 - 1.00pm

INSTRUCTIONS:

- **Answer Question ONE and any other TWO Questions.**



1. With reference to the business plan you developed on the course ADT 405, analyze the significance of any three elements in the business plan.
[30 Marks]
2. Design a customer service policy with 5 elements and explain whether it has the qualities of a good customer service policy. [20 Marks]
3. How would you use product and promotion as strategies for marketing for your theatre business? [20 Marks]
4. Using examples from the brochure you designed for marketing your theatre business, explain how you developed your objectives.
[20 Marks]
5. Identify and discuss any four strategies you would apply to transform the theatre environment in Kenya from informal theatre to business enterprises? [20 Marks]