



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2015/2016**

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE  
DEGREE OF BACHELOR OF BACHELOR OF ARTS WITH  
INFORMATION TECHNOLOGY**

**MAIN CAMPUS**

**ADT 412 THEATRE MARKETING AND MANAGEMENT**

Date: 21<sup>st</sup> April, 2016

Time: 11.00 - 1.00pm

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INSTRUCTIONS:

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

1. With reference to your participation on the course (ADT 412), explain how you used the following marketing campaigns and strategies for your productions:
  - a. Affinity marketing
  - b. Guerrilla marketing
  - c. Viral Marketing[30 Marks]
  
2. What advice would you give to a theatre business entrepreneur on where to obtain data and the type of data to collect regarding market size and market trends? [20 Marks]
  
3. How would you engage the department of quality control and assurance in your theatre company to ensure quality in the following:
  - a Performers
  - b Theatre space[20 Marks]
  
4. Discuss the significance of the audience research you conducted during your participation on the course (ADT 412). [20 Marks]
  
5. Using two examples, discuss the diversity of types of theatre productions in Kenya and comment on their popularity and competitiveness. [20 Marks]