



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

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

MAIN CAMPUS

ATM 439: THEATRE MARKETING AND MANAGEMENT I

Date: 1st March, 2018

Time: 12.00 - 3.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO



1. With reference to the theatre business proposal you developed on the course ATM 439, explain how you perceived the following components:
 - a. Objectives
 - b. Target market
 - c. competitors
 - d. Strategic position
 - e. Sources of funding

[30 Marks]

2.
 - a. If you were to hire a marketing manager for your theatre organization, give a detailed job description of **six** roles and responsibilities that you would expect them to play.

[12 Marks]
 - b. Give details of **four** qualifications that you expect them to hold.

[8 Marks]

3. Describe **four** details of the customer service policy you developed on the course (ATM 439) and its significance for your theatre organization.

[20 Marks]

4. What **four** suggestions would you give to the Government of the Republic of Kenya to transform the theatre environment in Kenya from an informal business environment to a formal business enterprise?

[20 Marks]

5. Explain how you would deliver new theatre products for your company through the following sources:
 - a. Acquisitions and mergers
 - b. Joint ventures
 - c. Existing product expansion
 - d. New markets or channels

[20 Marks]