



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

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

MAIN CAMPUS

ADT 412: THEATRE MARKETING AND MANAGEMENT

Date: 27th July, 2017

Time: 12.00 - 3.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO



1. With reference to legal issues in theatre and film, answer the following questions:
 - a. What is a copyright?
 - b. Explain any four basic requirements for a work to be protected under copyright.
 - c. Give any two examples of the exclusive legal rights of a copyright owner.

[30 Marks]

2. Using examples from your participation on the course ADT 412, discuss four ways to show how you would engage four direct marketing strategies to promote your business. [20 Marks]
3. Explain the significance of publicity as a critical element of any organization and four ways in which you would use publicity as a marketing strategy in your theatre business. [20 Marks]
4. Discuss two examples used to advance the argument that the theatre environment in Kenya is still informal theatre business and give any four steps that can be taken to transform it to competitive business enterprise. [20 Marks]
5. Describe how you would build deeper relationships with your theatre audiences through ongoing dialogue in the following platforms:
 - a. Two forms of post show discussions
 - b. Two examples of Online interaction

[20 Marks]
