



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF ARTS ,HUMANITIES, SOCIAL  
SCIENCES AND CREATIVE INDUSTRIES  
B.A (LITERATURE, THEATRE, AND FILM  
STUDIES)**

**COURSE CODE: LIT 4139  
COURSE TITLE: ENTERTAINMENT  
MARKETING AND MANAGEMENT**

**DATE: 15TH DECEMBER, 2022**

**TIME: 0830-1030 HRS**

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## **INSTRUCTIONS**

1. Answer Three questions
2. Question one is compulsory

1.Using relevant examples from an entertainment product of your choice, examine the basic principles of entertainment marketing.  
(30 marks)

2. What are some of the challenges faced by entertainment marketers while marketing their products?  
(20 Marks)

3.Discuss the role of marketing and management within the entertainment industry.  
(20 marks)

4.Examine four factors to consider while marketing an entertainment product through print media.  
(20 marks)

5.Evaluate the role of four players in entertainment and marketing.  
(20 Marks)

6.Explain three factors to consider when undertaking marketing research on theatre audiences.  
(20 marks)

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