



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4402: SERVICE MARKETING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) i) Explain the term service quality. **(2 marks)**
ii) Discuss the service quality dimensions. **(10 marks)**
- b) Kenya has experienced a tremendous growth in the service sector in recent years. Explain the factors that have contributed to this trend. **(8 marks)**
- c) Explain **FIVE** types of new service development. **(10 marks)**

QUESTION 2

- a) Supplementary elements can add value to the core product and enable the service provider to charge a higher price. Discuss **FIVE** of these services. **(10 marks)**
- b) Consumer misbehavior is fast becoming a common practice during service encounters
- i) Explain the concept of consumer misbehaviour. **(2 marks)**
 - ii) Using examples identify and explain **FOUR** forms of consumer misbehaviour. **(8 marks)**

QUESTION 3

- a) In a service setting marketing communication is important. Explain **SIX** tasks of marketing communication. **(12 marks)**
- b) Discuss the different remuneration strategies for staff in a service business. **(8 marks)**

QUESTION 4

- a) Service organizations often use tactical pricing. Explain **FIVE** roles played by tactical pricing. **(10 marks)**
- b) In service marketing, customer relationship management is the norm. Explain the benefits of relationship marketing. **(10 marks)**

QUESTION 5

- a) To improve service processes many service organizations prepare a service blue print.
- i) What is a service blueprint? **(2 marks)**
 - ii) Describe the components of a service blueprint. **(10 marks)**
- b) Service intermediaries perform a number of important functions on behalf of service organization. Explain the role of these intermediaries. **(8 marks)**