



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION

BMK 4402: SERVICES MARKETING

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: JULY 2014

TIME: 2 HOURS

INSTRUCTIONS:

– Answer Question **ONE (Compulsory)** and any other **TWO** questions.

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Discuss the distinguishing characteristics of services and clearly show the implications of each of the characteristics. **(12 marks)**
- b) Compare and contrast transactional marketing and relationship marketing. **(8 marks)**
- c) Explain **FIVE** reasons why service marketing has grown tremendously in the recent past. **(10 marks)**

QUESTION 2

- a) The SERVQUAL model identifies **FIVE** gaps where there may be a shortfall between expectations and perception of actual service delivery. Explain these gaps. **(10 marks)**
- b) Service employee perception of how they are treated by their organization are associated with more effective service delivery. Explain **FIVE** strategies which service employees can be engaged. **(10 marks)**

QUESTION 3

- a) A systematic process of development helps to reduce the risk of failure when new services are launched. Explain the new service development process. **(12 marks)**
- b) Explain **FOUR** ways in which services are classified. **(8 marks)**

QUESTION 4

- a) Service intermediaries perform a number of important functions on behalf of service organizations. Explain **FIVE** of these functions. **(10 marks)**
- b) Describe **FIVE** organizational objectives in price decisions. **(10 marks)**

QUESTION 5

- a) Explain **FIVE** elements of services promotion mix. **(10 marks)**
- b) Describe the stages of service customer buying behavior. **(10 marks)**