



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF COMMERCE

Type unit code: **BMK 4402: SERVICE MARKETING**

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- Explain briefly the reasons that has lead to the growth of the service industry in the 21st century in Kenya (10 marks)
- State at least **Five** types of services in the economy (10 marks)
- Explain the distinction between High contact and Low contact services (6 marks)
- Define the following terms “ service’ and ‘ service marketing’ (4marks)

Question TWO

- Explain the steps that consumers follow in the purchase process for services (14 marks)
- Define the term internal marketing (2 marks)
- Differentiate between the terms ‘ people’ and ‘process’ in service marketing mix (6 marks)

Question THREE

- a. Identify and explain the characteristics of a service (10 marks)
- b. Explain the challenges of service marketing (10 marks)

Question FOUR

- a. Explain the ways in which a service marketing manager can handle customer responses to service failures (10 marks)
- b. Highlight the importance of customer care in the service industry (10 marks)

Question FIVE

- a. As a Service Marketing Consultant ,explain the methods that you can use to position a service for competitive advantage (10 marks)
- b. Describe the “gaps” in service marketing according to Parasurama’s SERVQUAL model (10 marks)