

TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION
DEPARTMENT OF ACCOUNTING AND FINANCE
BBA & BCOM
Y4S2
BMK 4402: SERVICE MARKETING
END OF SEMESTER EXAM
MAY2016 SERIES

- Q1. a) Explain the roles of marketing manager in the marketing of services and the factors that may complicate his or her role (10 marks)
- b) Recent economic growth in Africa has relied as much on services as on natural resources or textiles ,despite many of those countries benefiting from trade preferences in primary and secondary goods. Explain briefly the reasons that has lead to the growth of the service industry in the 21st century (10 marks)
- c) Discuss any four ways of differentiating services (10 marks)
- Q2. a) Explain the meaning of positioning of services and why it is important to service marketers (10 marks)
- b) Explain the objectives for pricing services (10 marks)
- Q 3 a) Explain why segmentation is important to service market firms (10 marks)
- b) Clarify the differences between high contact services and low contact services and explain how the nature of the customers experience may differ between the two. Give examples (10 marks)
- Q 4 a) A young enterprising Kenyan is considering starting a new business .he would like

to make a choice between a service business and a manufacturing one and has come to you for assistance.

- i) What are some of the difference between service and manufacturing organizations (10 marks)
- ii) Outline some factors that may influence the success of this business (10 marks)

Q5. a) Compare and contrast the three types of marketing as represented by the triangle of services (10 marks)

b) Why should companies be concerned with Customer Relationship Management (10 marks)