



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS
UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE
BMK 4402: SERVICE MARKETING
END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: 5 May 2025

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

- a) Describe the steps that needs to be taken to redeem a disappointed customer. (10 marks)
- b) Explain the approaches that the service industry uses in building customer relationship. (10 marks)
- c) Discuss the components of service quality. (10 marks)

Question TWO

- a) Explain the steps that needs to be taken by organizations to improve the quality of internal customers. (10 marks)
- b) Elaborate on five challenges faced by marketers in promoting services to target consumers. (10 marks)

Question THREE

- a) Discuss the marketing mix of service services. (10 marks)
- b) Discuss the unique aspects of services. (10 marks)

Question FOUR

- a) Illustrate the roles of customers in service manager. (10 marks)
- b) Discuss the factors that have led to the growth of services marketing in Kenya. (10 Marks)

Question FIVE

- a) The high consumption of service products is a reflection of a level economic advancement of estate. Discuss. (10 marks)
- b) Discuss the characteristics of customer -centric organizations. (10 marks)