



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF COMMERCE

BMK 4402: SERVICE MARKETING

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: APRIL 2025

TIME: 2HOURS

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) Discuss the characteristics of customer centered organizations. (10 marks)
- b) Explain the reasons why many organizations have established customers service desk. (10 marks)
- c) Explain the challenges that are faced by consumers in making a decision to buy a service. (10 marks)

Question TWO

- a) Discuss the factors that have led to the growth of services marketing in Kenya. (10 marks)
- b) Discuss some key challenges that marketers are facing in selling the services to consumers. (10 marks)

Question THREE

- a) Royal Media Services has successfully segmented whole country (Kenya) into regional blocks and established local radio FM's using local languages to reach the people. Discuss the benefits of doing this. (10 marks)
- b) Discuss reasons why an organization needs to develop customer's complaints handling procedures. (10 marks)

Question FOUR

- a) Explain why positioning of services is critical to a manager who is operating in competitive marketing environment. (10 marks)
- b) Discuss the challenges faced by marketers in pricing services. (10 marks)

Question FIVE

- a) Explain the reasons why it is important for marketers to be able to understand the behavior of the customers they serve. (10 marks)
- b) Discuss the steps that organization needs to take to be a head of its competitors in customer's retention. (10 marks)