



"Investing in Africa's Future"

COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE

MKT 408 SERVICES MARKETING

END OF SEMESTER EXAMINATION

April/May 2018

LECTURER: (A.M. Gumbo)

DURATION: (3 Hours)

INSTRUCTIONS

Answer ALL Questions in Section A and Choose and answer any 3 essay Questions from Section B.

Section A: Answer all questions. Marks indicated are for your guidance.

1. Define services marketing as compared to product marketing? [1]
2. List and briefly explain the characteristics of the 3 stages of economic development as discussed in services marketing development [3]
3. Define a SERVICE so as to show its difference from a good or product.[2]
4. Name any two bases for classifying services in Services Marketing. [2]
5. A service has 2 levels of analysis. Define and briefly explain these two. [2]
5. State 4 attributes of customer perception when evaluating service quality [4]
6. Give a comprehensive definition of service positioning. [2]
7. Under what circumstances should a non-financially performing service offer not be deleted? [2]
8. Name the 6 stages/steps of new product development as applied to services. [3]
9. Define a service encounter and list the four evaluative stages of a good service encounter. [3]
10. State and explain briefly two methods of trying to minimize service variability in a service encounter. [2]
11. Name two strategies that can be employed to manage customer demand to cope with excessive or insufficient demand. [2]
12. Which characteristic problem do the above strategies try to address in services marketing? [1]
13. Why is Pricing more important in services marketing than it is in the marketing of tangible products . [2]
14. State the added 3 'P's' to the traditional marketing mix when discussing services. [1]

15. Why is "personal selling" particularly important in services marketing? [2]
16. List and briefly explain 2 service failure recovery strategies. [2]
17. Why is relationship marketing particularly necessary in services marketing? [2]
18. Name any three factors that influence "Pricing decisions" for a service. [3]
19. What are known as "critical incidents" in a service encounter? [2]
20. Name four representative interests that may be included in a services purchase decision-making unit. [2]
21. What is the disadvantage of using "intermediaries" in distributing "services"? [2]
22. Identify three ways by which a company may delete a service from its portfolio. [3]

Sub-total = 50marks

Section B: Choose and answer **only two** questions from the following. Each full question carries 25 marks.

1. Discuss the major factors that have contributed to the rapid growth of the Services sector into a multi-billion dollar industry in this century. For each explain how the factor has led to the need for identified examples of services. [25]
2. Explain the 6 characteristic features of services as opposed to physical products. What is the implication of each of the six in the marketing of services? [25]
3. What is "Quality "as applied to Services Marketing and how do the seven marketing mix elements each contribute to the customer quality perception? [25]
4. Relationship marketing is very important in services marketing. Why is this so and what developmental stages does the strategy usually follow? [25]

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