



COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

SERVICES MARKETING COURSE CODE: MKT 408

END OF SECOND SEMESTER EXAMINATIONS

APRIL/MAY 2019

LECTURER: Mrs T Mupanduki

DURATION: 3 HOURS

INSTRUCTIONS

Answer **ALL** the questions in Section A and any **three** from Section B

Start **each** question on a new page on your answer sheet.

The marks allocated to **each** question are shown at the end of the section.

SECTION A

ANSWER ALL QUESTIONS IN THIS SECTION:

1. Explain the basic characteristics of Services that distinguish them from Goods.
(12 marks)

2. With clear examples of Services, explain the following pricing strategies:
 - i. Skimming Pricing Strategy
 - ii. Penetration Pricing Strategy
 - iii. Premium Pricing Strategy
 - iv. Value Pricing Strategy
 - v. Competition Based Pricing **(10 marks)**

3. Describe each of the Three Mix Elements of the Extended Marketing Mix and show how each of these help might satisfy an organization's customers:
- i. Process
 - ii. People
 - iii. Physical Evidence **(6marks)**
4. The following are Key terms commonly met in Services Marketing. Clearly define each of them.
- i. Servicescape
 - ii. Service Encounter.
 - iii. Servuction
 - iv. Service Blueprint
 - v. Consumer Behaviour
 - vi. Tangibility Spectrum **(6 marks)**
5. Explain why perceived risk is more for Service Customers than for Physical Products. What are some of the strategies that Service Providers can do to reduce a buyers' perceived risk? **(6 marks)**

SECTION B

ANSWER ANY THREE QUESTIONS FROM THIS SECTION

1. Define Services Marketing.
With Clear Examples, explain why it is important to Study Services Marketing. **(20 marks)**
2. Explain some of the ways in which both the External and Internal factors could work against a Hotel Chain in your Country. **(20 marks)**
3. Explain the Flower of Service Concept and identify each of its petals. **(20 marks)**
What insights does this concept provide for Service Marketers?

4. Describe the various stages in the New Service Development, citing marked differences with that of a physical good. **(20marks)**
5. Explain some of the primary types of intermediaries used in Service Delivery, giving some of the advantages and disadvantages of each of the intermediaries. **(20 marks)**