



"Investing in Africa's Future"

FACULTY OF MANAGEMENT AND ADMINISTRATION

COURSE CODE AND TITLE- SERVICES Marketing - MKT408

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER/DECEMBER 2016

LECTURER: MR. A.M.GUMBO

DURATION: 3 HRS

INSTRUCTIONS

Answer all questions in Section A and any **two** questions of your choice from Section B. Each question in section B carries 25 marks

Credit will be given for logical, systematic and neat presentations.

Anyone caught cheating will be disqualified

SECTION A: ANSWER ALL QUESTIONS [50 MARKS]

1. Define a service and show how different it is from a product. [2]
2. Define service marketing as comprehensively as you can. [2]
3. Name the three additional elements of the services marketing mix over the product marketing mix. [3]
4. The African services sector remains depressed. Give the three major reasons for this. [3]
5. Define fully a public service. [2]
6. What is a service encounter and why is it particularly important in Services Marketing? [2]
- ✓ 7. What are critical incidents in a service encounter? [2]
8. Give two conditions under which it is not advisable to delete an established service despite its offering not covering the full cost. [2]
9. Name and explain any two methods of service deletion. [4]
- ✓ 10. Explain the importance of "mementos" in service provision. [2]
11. With relevant examples, explain what is meant by perishability. [3]
12. Define service positioning statement. [2]
13. Why do most service marketers prefer to have a "services portfolio" rather than just one service. [2]
14. Why is it not legal to advertise legal and health services in Zimbabwe? [2]
15. Name any two distinct bases for service classification? [2]
16. Name the five steps in a service positioning statement formulation. [5]
17. Give two examples of pure public services. [2]
18. Name any three dimensions of service quality according to the consumer's perceptions. [3]
19. Why has service marketing grown substantially in public services over the years? [2]
20. Name the 5 stages a service is likely to go through in its life cycle. [3]

SECTION B: ANSWER ANY TWO QUESTIONS. Each full question carries 25 MARKS.

1. With practical examples, explain the characteristics of services and their implications to the services marketer.
2. Prepare a paper on the reasons for the rapid growth of the services sector in developed countries.
3. Discuss the seven elements of the services marketing mix and show why they are different from those for "product" marketing.
4. What is the "service encounter" and of what importance is it in the marketing of services?

Products:
- needs orgs seek to satisfy
- tangible & intangible
- pure service are described
using process

END OF PAPER

imitate.