



COLLEGE OF BUSINESS, PEACE, LEADERSHIP, AND GOVERNANCE

NMKT 408: SERVICES MARKETING

END OF SECOND SEMESTER EXAMINATIONS

APRIL 2023

LECTURER: MRS C SANGO

DURATION: 3 HOURS

Answer all Questions in Section A and 1 Question from Section B

Section A:

Summary of Sullivan Ford Auto World Class

Mr Walter Sullivan (owner of the Sullivan Auto World) has purchased small Ford Dealership in 1983, after many years, the dealership built their good reputation as one of the best in the city. In 1999, he decided to move loctions of dealership to more populatedarea closer to major intersections. With sudden death of Mr Walter at the age of 56 years, her younger daughter Ms Carol Sullivan who is a healthcare manager by profession took over the family business , but is not running well these days.Profit margins continously decrease over theyears due to increase in fuel pricees, interest rates, mainly poor perfomance of the service department. Ms Carol wonders whether a turnaround is possible.

1. How does marketing cars differ from marketing services for thpse same cars? (5)
2. Compare and contrast the sales department and the ervice department at Auto World (5)
3. Do you think Ms Carol can segment her market for success? How? (5)
4. What advice can you give Ms Carol as a future strategy for the business? (5)

Short answer question

5. Discuss the gap model (You can use a diagram to illustrate) (5)

Section B

Choose 1, (Make reference to a fictitious airline company)

1. A consumer goes through a process prior to purchasing a product. Discuss consumer decision making process (20)
2. Discuss factors influencing expectation of a service to consumers. (20)
3. Discuss service failure as well as corrective measures (20)

END OF EXAMINATION