



MUEO

# **MOI UNIVERSITY**

**OFFICE OF THE DVC ACADEMIC AFFAIRS, RESEARCH AND EXTENSION**

## **UNIVERSITY EXAMINATIONS**

### **2014/2015 ACADEMIC YEAR**

*THIRD YEAR END OF SEMESTER EXAMINATIONS*

### **FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**EXAM CODE:       BBM 337**

**EXAM TITLE:     SERVICE MARKETING**

**DATE:   23<sup>RD</sup> APRIL, 2015    TIME: 9.00 A.M.– 12.00 NOON.**

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*INSTRUCTION TO CANDIDATES*

➤    **SEE INSIDE**

## BBM 337: SERVICE MARKETING

Answer Question ONE and any other Three Questions

### Question One

Marketing of services has gained an imperative ground in the Global World. In Kenya some organizations deal primarily in services such as Insurance and Banking.

- a) From the above context explain what you understand by a service (5 Marks)
- b) Identify and discuss the salient characteristics of an ideal service (15 Marks)
- c) Marketing of products is different from that of services, Citing various examples from two companies, one dealing in products and another one in services, show how this difference exists (5 Marks)

### Question Two

- a. Describe the various gaps that could exist in service quality.(10 Marks)
- b. As a marketing student, what is your prescription for reducing such quality gaps? (10 Marks)

### Question Three

As a marketer, it's imperative to understand the purchase model for service, Discuss the three phases of the model. (15 Marks)

### Question Four

The primary goal of organizations is to offer the best services to their customers, discuss the employee role in service delivery. (15 Marks)

### Question Five

- a) Identify & discuss the issues to consider in examining the consumer's service experience. (8 Marks)
- b) Discuss the factors that influence the desired and predicted service. (7 Marks)

### Question Six

- a) Briefly discuss the stages in consumer decision making and evaluation of service. (8 Marks)
- b) In service marketing customer satisfaction is the bottom line, briefly discuss the factors influencing customer satisfaction. (7 Marks).