



MUEO

MOI UNIVERSITY

**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC
AFFAIRS, RESEARCH & EXTENSION**

**UNIVERSITY EXAMINATIONS
2014/2015 ACADEMIC YEAR**

THIRD YEAR END OF SEMESTER 1/II EXAMINATIONS

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

EXAM CODE:- BBM 337

COURSE TITLE:- SERVICE MARKETING

DATE:- 3RD SEPTEMBER, 2014

TIME:- 2.00P.M. - 5.00 P.M.

INSTRUCTION TO CANDIDATES

➤ SEE INSIDE.

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INSTRUCTIONS- Answer QUESTIONS ONE and any TWO OTHERS

QUESTION ONE (30 MARKS)

The service industry has expanded rapidly in the last few decades.

- a. Discuss any three advantages and three disadvantages that may have resulted from this expansion. (8mks)
- b. Identify a situation in any service industry that is likely be faced with over demand and discuss three ways through which a service firm manager may solve such a problem without turning away their customers. (8mks)
- c. Describe two ways through which service providers can negatively affect the service firm. Illustrate your answer. (5mks)

QUESTION TWO (20 MARKS)

- i. Define the concept of “*moment of truth*” and examples giving explain any four in which it is important to the service firm. (12mks)
- ii. Explain why it is important that a service provider involves a customer in the production of services. (8mks)

QUESTION THREE (20 MARKS)

- i. Explain four ways how service and tangible goods complement each other. Illustrate using firms of your choices. (12mks)
- ii. Discuss why the people factor is very important to service firms. (8mks)

QUESTION FOUR (20 MARKS)

- i. Discuss the concept of service triangle and explain why its knowledge should be of concern to service organizations. (10mks)
- ii. Discuss any four main benefits of using information technologies in service firms. Illustrate your answer. (10mks)

QUESTION FIVE (20 MARKS)

- i. Discuss any four challenges associated with adoption of new information technologies by service firms. Illustrate your answer. (8mks)
- iii. Discuss how service firms can enhance value in organizations to attain competitive advantage. (12mks)