



13

UNIVERSITY OF KABIANGA
UNIVERSITY EXAMINATIONS
2016/2017 ACADEMIC YEAR

SUPPLEMENTARY/SPECIAL EXAMINATION

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

COURSE CODE: BBM 337

COURSE TITLE: SERVICE MARKETING

DATE: 15TH SEPTEMBER, 2017 TIME: 3.00 P.M - 6.00 P.M.

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF (2) PRINTED PAGES

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UNIVERSITY OF KABIANGA
University Examination 2016/2017

YEAR 4 SEMESTER 2 EXAMINATION FOR THE DEGREE OF BUSINESS
ADMINISTRATION

BBM 337: SERVICE MARKETING

SUPPLIMENTARY

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES:

- a) Do not write anything on this paper.
- b) Answer question ONE (COMPULSORY) and any other THREE questions
- c) All questions except question one carry equal marks, marks for each question are shown in []

QUESTION ONE

- a) Explain four factors that can lead to satisfaction or dissatisfaction during a service encounter. (10 Marks)
- b) The success of any service provider's depends on their ability to appreciate customer needs and supply. Explain any five common practices that a service firm may apply to effectively manage service quality. (15 Marks)

QUESTION TWO

The customer gap in service marketing is the negative variance between the customer's expectation and customer's perception of the actual service delivery.

- a) Outline the four gaps that possibly result into the customer gap (5 Marks)
- b) Briefly explain any two possible causes of customer gap. (10 mks)

QUESTION THREE

- a) Product is one of the marketing mixes in service marketing. In light of this, briefly discuss the levels at which a service marketer would have to analyze in his marketing. (10 Marks)
- b) There are many factors that lead to service failure, briefly explain the factors that can lead to failure of the development of a new Service product. (5 Marks)

QUESTION FOUR

- a) Explain the role of physical evidence and Service scape in services organizations (10 marks)
- b) As a marketing consultant, explain methods that you can use to position a service for competitive advantage (5 marks)

QUESTION FIVE

- a) Describe the main features that differentiate services from goods (10 marks)
- b) Explain the importance of service sector to Kenya's economic development (5 marks)