



UNIVERSITY OF KABIANGA

**UNIVERSITY EXAMINATIONS
2016/2017 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER EXAMINATION**

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

COURSE CODE: BBM 337

COURSE TITLE: MARKETING OF SERVICES

DATE: 30TH JUNE, 2017

TIME: 9.00 A.M - 12.00 NOON

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF (2) PRINTED PAGES

PLEASE TURN OVER

MAIN CAMPUS

UNIVERSITY OF KABIANGA
University Examination 2016/2017
YEAR 4 SEMESTER 2 EXAMINATION FOR THE DEGREE OF BUSINESS
MANAGEMENT
BBM 337: MARKETING OF SERVICES
MAIN EXAM

INSTRUCTIONS TO CANDIDATES:

TIME: 3 HOURS

- a) Answer question **ONE (COMPULSORY)** and any other **THREE** questions
- b) All questions except question one carry equal marks.

QUESTION ONE

You have been hired as a manager for a new company in the service sector. You are required to undertake 7Ps decisions;

- a) What are the likely challenges you will face in setting up the price? (8 marks)
- b) Explain the alternatives available in deciding the channel of distribution (8 marks)
- c) Giving reasons, describe the promotional tools that you are likely to use (9 marks)

QUESTION TWO

Explain how a marketing manager working with Kenya Airways can manage the challenges caused by service characteristics in order to maximize revenue. (20 marks)

QUESTION THREE

- a) The service quality gap is the difference between, customer expectation and their perception. Explain any **FOUR** types of service gaps that makes up the service quality gap. (8 marks)
- b) Explain seven factors favoring the increase of international trade of services (7 marks)

QUESTION FOUR

- 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)

QUESTION FIVE

According to Parasuraman there are 'gaps' in service marketing that affect consumer satisfaction. In view of this statement;

- a) Explain the major stages in the decision making process for service clients (8 marks)
- a) There are many factors that leads into service failure, briefly explain the factors that can lead to failure of the development of a new Service product. (7Marks)