

KABARAK



UNIVERSITY

UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

FOR THE DEGREE OF BACHELOR OF COMMERCE

MKTG 322: SERVICE MARKETING

DAY: THURSDAY

DATE: 20/08/2015

TIME: 11.30 – 13.30 P.M.

STREAM: Y4S2

INSTRUCTIONS

QUESTION ONE (COMPULSORY- 30 Marks)

- a). Despite the benefits offered by effective service-recovery strategies, research shows that the majority of customers are dissatisfied with the way companies resolve their complaints.
- i). Discuss the causes behind service switching by dissatisfied customers. (12mks)
 - ii. Explain the various service recovery strategies companies may use (8mks)
- b). Describe the main features that differentiate services marketing from goods (10mks)

QUESTION TWO

- a). Sometimes customers contribute to the gap of customer dissatisfaction because of lack of understanding of their roles and exactly what they should do in a given situation. Discuss the three roles that customers play in service delivery. (6mks)
- b). Describe the service quality dimensions that apply specifically to service organization (8mks)

c). Explain the strategies for enhancing customer participation in service organizations (6mks)

QUESTION THREE

a) The services marketing triangle helps service marketers to address challenges such as understanding customers' needs and expectations of services, making services tangible to customers and keeping and dealing with promises made to the customers. With the help of a diagram, explain the services marketing triangle with relevance to the above statement. (10mks)

b) Retaining customers offers long term benefits. What are the benefits of relationship marketing (10mks)

QUESTION FOUR

a) In setting price objectives for services, a number of factors must be considered. Discuss the more significant of these factors (10mks)

b). How do service organizations build a customer-orientated, service-minded workforce to ensure quality service delivery (10mks)

QUESTION FIVE

a). There are a number of guidelines that advertisers can use to ensure more effective impact in promotion of services. Highlight and explain the guidelines for improving the promotion of services (10mks)

b. Explain the FIVE roles for services advertising. (10mks)