



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 324: MARKETING OF SERVICES

Date: 16th June, 2017

Time: 12.00 - 3.00 pm

INSTRUCTIONS:

- Answer question ONE (Compulsory) and any other THREE questions.
- Question one carries 25 marks. The others carry 15 marks each



- a) A young enterprising Kenyan is considering starting a new business. He would like to make a choice between a service business and a manufacturing one, and has come to you for assistance.

Give reasons why you would advise him to start a service business. (15marks)

- b) A relative of yours who owns a service business is considering developing a promotional programme for his services. He has approached you for assistance.

Discuss the promotional roles that his employees are likely to play to enhance service marketing. (10marks)

QUESTION TWO (15 MARKS)

Identify the gaps in evaluation of service quality; identify the causes of each gap and the marketing strategies firms can use to reduce the size of each gap.

QUESTION THREE (15 MARKS)

Explain how firm-produced factors do impact consumer expectations.

QUESTION FOUR (15 MARKS)

Using practical examples, discuss the strategies a firm can use in the customization operational approach.

QUESTION FIVE (15 MARKS)

- a) Explain how a firm can develop a good relationship marketing program. (6marks)
- b) Discuss the marketing approach to Financial services (9marks)
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QUESTION SIX (15 MARKS)

“In determining the price of a service, it is beneficial to view it from the standpoint of the buyer”. Discuss (15marks)