



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

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

CITY CAMPUS

ABA 324: MARKETING OF SERVICES

Date: 7th June, 2017

Time: 5.30 - 8.30 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.
- Question ONE carries 25 marks and the rest 15 marks each.

QUESTION ONE – COMPULSORY (25 MARKS)

Describe some of the changes taking place in the Kenyan Economy and explain how they have affected the service sector businesses. (10marks)

Critically evaluate the effects of the unique characteristics of services on the development of a marketing strategy. (15marks)

QUESTION TWO (15 MARKS)

Using examples, discuss the components of the expanded marketing mix (15marks)

QUESTION THREE (15 MARKS)

Discuss the dimensions of service quality giving an example of each. (15marks)

QUESTION FOUR (15 MARKS)

Explain how situational factors do impact consumer expectations. (15marks)

QUESTION FIVE (15 MARKS)

Identify strategies a firm can use in the cost efficiency operational approach. Discuss a service that has used these strategies. (15marks)

QUESTION SIX (15 MARKS)

“To stop the cycle of failures, service firms must make a change in their personnel management”. Discuss (15marks)