

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

THIRD YEARS FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN PUBLIC MANGEMENT AND DEVELOPMENT

**HDS 2316: PUBLIC SERVICE MARKETING AND DELIVERY**

**DATE: AUGUST 2019 TIME: 2 HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

Use practical examples to support your argument. Importance is attached to clarity and logical explanation of your answers.

**QUESTION ONE: 30 MARKS**

A leading service firm in Kenya has invited you to participate in marketing of service business Forum hosted at Hilton Hotel. The theme of Forum is “*Getting the service Business offering right*”. The forum members believe that service managers have a crucial role to play in marketing of services. You want to demonstrate the skills you have acquired from training at University level and you are determined to change their attitude.

Required:

a. Identify to them the challenges ailing the service sector in Kenya. (8 marks)

b. Explain to them the potential strategies they can adopt in enhancing

customer relationship management in service offering. (8 marks)

c. Elaborate to them on the scope of services marketing that they need to put into consideration. (8 marks)

d. Explore the inherent characteristics of services that make them require unique handling technique. (6 marks)

**QUESTION TWO: 20 MARKS**

a. Using the marketing mix elements concept, discuss the relationship between the 4Ps and 4Cs in marketing of services. (10 marks)

b. Discuss the approaches of managing customer expectations in service delivery. (10 marks)

**QUESTION THREE: 20 MARKS**

a. It is widely argued that he overall pricing strategy will be influenced by the organizations’ objectives but certain factors will impact on actual pricing decisions and the selection of appropriate pricing policies. Explain. (10 marks)

b. “Research shows that you satisfying’ customers isn’t enough to guarantee they’ll come back,” says Palin. “You need to go above and beyond. That’s true whether you run a coffee shop where regulars want to feel like a part of the family or an auto-parts company whose customers demand high quality and responsive service.” As a manager of any of this company, how would you exceed their expectations?

(10 marks)

**QUESTION FOUR: 20 MARKS**

a. Elaborate on the consumer service buying process. (10 marks)

b. Service organizations may need to communicate information for various purposes. Discuss (10 marks)

**QUESTION FIVE: 20 MARKS**

a. Research indicates that service firms must pay attention to service quality if they are to enjoy competitive advantages in the market. Describe the determinants of service quality in an organization/firm. (10 marks)

b. Discuss some of the most commonly used pricing concepts. (10 mark)