



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUM4313: MARKETING OF SERVICES

THURSDAY JULY 31ST, 2014

1800HRS – 2100HRS

INSTRUCTIONS

- This exam paper has **Seven** Questions
- Answer **Any Five** Questions
- Write your **student number** on the answer booklet provided.
- Read all questions carefully before attempting.

Attempt Any Five Questions Of Your Choice.

QUESTION ONE

- a) Discuss the differences that exist between the expected services, the actual and perceived services as explained by Parasuraman, Zeithaml and Berry by use of gap analysis and suggest the management interventions to minimize the service gaps in service delivery.

(10 marks)

- b) Give a diagrammatic representation of the service quality model to explain the existence of gaps in service delivery.

(10marks)

QUESTION TWO

- a) Explain the major characteristics that distinguish services from product. Use examples to support your explanation.

(10marks)

- b) Discuss the elements that carry a service as a bundle of benefits that satisfy customer needs and wants.

(10 marks)

QUESTION THREE

- a) Citing examples explain the major pricing strategies applied in service marketing.

(10marks)

- b) Discuss any five importance of promoting services.

(10marks)

QUESTION FOUR

- a) Explain the importance of establishing intermediaries in service distribution.

(8 marks)

- b) Discuss any six factors of consideration in identifying a location for a service business.

(12marks)

QUESTION FIVE

- a) Explain the role of physical evidence in marketing service.

(10 marks)

- b) Discuss any five challenges that are encountered by service marketing organizations.

(10 marks)

QUESTION SIX

- a) The physical environment in service delivery influences behavior through the internal states that are caused by it. Identify and explain any four of these states.

(16marks)

- b) Outline the Importance of people in service delivery.

(4marks)

QUESTION SEVEN

- a) Describe some of the Service personnel issues that the management should address for effective delivery of services?

(12marks)

- b) Explain any three critical issues in understanding service process **(6 marks)**

- c) Outline and briefly explain any two types of processes in service industry.

(2marks)