



**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF  
BACHELOR OF BUSINESS LEADERSHIP**

**SEPTEMBER – DECEMBER 2019**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: BUSINESS STUDIES**

**COURSE CODE: BUM4313**

**COURSE TITLE: MARKETING OF SERVICES**

**EXAM DATE: MONDAY 2<sup>ND</sup> DECEMBER, 2019**

**TIME: 6:00PM – 9:00PM**

**DURATION: 3 HOURS**

**INSTRUCTIONS**

- Read the instructions and questions carefully before you write the answers.
- Answer question **any FOUR** questions

### QUESTION ONE

- a) Outline any **two** P's of service marketing (2mks)
- b) Explain **four** reasons for the growth of service industry in most countries (8mks)

### QUESTION TWO

- a) Identify **two** elements of the service marketing triangle (2mks)
- b) Outline **two** service pricing strategies in an organization (2mks)
- c) Explain **three** elements of a service package (6mks)

### QUESTION THREE

- a) Discuss **two** critical factors you must consider when deciding on the location of your service business (4mks)
- b) Citing relevant examples, explain the strategies you would put in place to increase your customers value (6mks)

### QUESTION FOUR

- a. Outline **four** reasons why people are very important in service delivery (4mks)
- b. Discuss **three** organizational factors which influence pricing decisions (6mks)

### QUESTION FIVE

- a) Identify **four** characteristics of services (4mks)
- b) Explain the importance of communication in service marketing (6mks)

### QUESTION SIX

- a) Identify **four** reasons for the Customer /knowledge gap (4mks)
- b) Explain **three** reasons for the development of service marketing in Kenya (6mks)