



PAN AFRICA CHRISTIAN UNIVERSITY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF COMMERCE

BAACHELOR OF BUSINESS LEADERSHIP

MAY - JULY 2017

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUM4313

COURSE TITLE: MARKETING OF SERVICES.

EXAMINATION DATE: MONDAY 24th JULY 2017

TIME: 9.00 A.M. – 12.00 P.M.

INSTRUCTIONS:

- Write your **student number** on the **answer booklet**.
- Read all questions carefully before attempting.
- This exam scrip has **TWO** sections.
- Answer **QUESTION ONE** and **ANY other FOUR** questions

QUESTION ONE

- a) *Using gap analysis, discuss the differences that exist between the expected services, the actual and perceived services as explained by Parasuraman, Zeithaml and Berry (10 marks)*
- b) *Explain the management interventions that can be applied to minimize the service gaps in service delivery. (10 marks)*
- c) *Give a diagrammatic representation of the service quality model to explain the existence of gaps in service delivery. (10marks)*
- d) *Explain the major characteristics that distinguish services from product. Use examples to support your explanation. (10marks)*

QUESTION TWO

Discuss the elements that carry a service as a bundle of benefits that satisfy customer needs and wants. (15 marks)

QUESTION THREE

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

(15marks)

QUESTION FOUR

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

(15 marks)

QUESTION FIVE

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.

(15marks)

QUESTION SIX

Describe some of the Service personnel issues that the management should address for effective delivery of services? (15marks)