



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF BUSINESS LEADERSHIP

END OF TERM EXAMINATION

DEPARTMENT: BUSINESS

CAMPUS: VALLEY ROAD

COURSE CODE: CMK 304/BUM 4213

COURSE TITLE: MARKETING OF SERVICES

EXAM DATE: TUESDAY; JULY 28TH, 2015

TIME: 1730HRS – 2030HRS

INSTRUCTIONS

- Read all questions carefully before attempting
- Answer FIVE questions out of the SIX Provided
- Write your student number on the answer booklet provided.

QUESTION ONE

- a. Define the following terms
 - i. Service (2mks)
 - ii. Price (2mks)
- b. Highlight **three** differences between good and services (6mks)
- c. Explain **five** characteristics of services (10mks)

QUESTION TWO

- a. Explain **five** pricing strategies (10mks)
- b. Describe **five** factors influencing pricing decision in organizations (10mks)

QUESTION THREE

- a. Discuss **five** strategies marketers use to increase the customer value in organizations (10mks)
- b. Explain **five** objectives of communication in marketing of services (10mks)

QUESTION FOUR

- a. Giving **five** reasons, explain why people are important in service delivery (10mks)
- b. Discuss **five** major gaps in the service quality concept (10mks)

QUESTION FIVE

- a. Explain the significance of establishing intermediaries (8mks)
- b. Highlight and explain **three** types of distribution strategy (6mks)
- c. Citing examples, discuss **three** factors to consider when in service location (6mks)

QUESTION SIX

- a. Define service experience (2mks)
- b. Giving examples, distinguish Dominant and Peripheral (4mks)
- c. Discuss the significance of physical evidence in marketing strategy (8mks)
- d. Explain **three** types of service processing (6mks)