



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELOR OF COMMERCE/BUSINESS LEADERSHIP
END OF TERM EXAMINATION (MAY-JULY 2016)

CAMPUS: ROYSAMBU-EVENING

DEPARTMENT: BUSINESS

COURSE CODE: BUM4313

COURSE TITLE: Marketing of Services

EXAM DATE: .TUESDAY 2nd , AUGUST 2016

TIME: 6.00PM-9.00PM

INSTRUCTIONS

- This exam script consists of **six (6)** questions.
- Answer **QUESTION ONE** and any other **FOUR**
- Write your **student number** on the answer booklet provided.
- Read the questions carefully before attempting

QUESTION ONE

- a. Define the term Service (2mks)
- b. Prepare a detailed presentation on;
 - i. **Five** environmental developments which are geared at bringing service marketing at the center of business (10mks).
 - ii. **Five** organizational factors influencing pricing decisions (10marks).
- c. Explain **Three** reasons why people are very important in service delivery (6mks)
- d. Using relevant examples, discuss **Four** objectives of marketing communications (8mks)
- e. Mention **Four** roles of physical evidence (4mks)

QUESTION TWO

- a. Define the term product (2mks)
- b. Discuss the different ways customers define value (8mks)
- c. Highlight **Five** strategies you as a marketer can put in place to increase your customers value (5mks)

QUESTION THREE

- a. Define service package (2mks)
- a. Give reasons explaining why communication is key in service marketing (8mks)
- b. State **Five** key features of services (5mks)

QUESTION FOUR

- a. Define the term Price (1mrk)
- b. Give **Five** reasons why it is important to establish intermediaries in service marketing (10mks)
- c. Explain **Two** different types of channel options which are applicable to both goods and services (4mks)

QUESTION FIVE

- a. Define the term service product (2mks)
- b. Discuss **four** critical factors as a marketer you must consider when deciding on the location of your service business (8mks)
- c. Differentiate between goods and services (5mks)

QUESTION SIX

- a. Discuss **Five** causes of quality specification gap (10mks)
- b. Mention **Five** different ways a marketer can minimize non-monetary costs in their business (5mks)