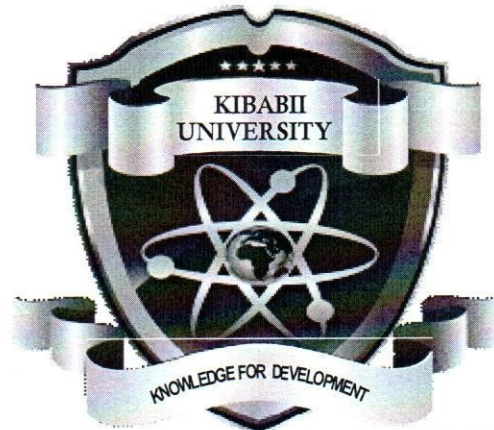


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

SPECIAL/SUPPLEMENTARY EXAMINATION

**2020/2021 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER
FOR THE DEGREE OF BACHELOR OF
COMMERCE**

COURSE CODE: BCM 321

COURSE TITLE: SERVICE MARKETING AND MANAGEMENT

DATE: 30/09/2021

TIME: 11.00AM – 1.00PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE

- a) Identify and discuss the distinguishing characteristics of a service highlighting the problems these characteristics present to a marketer (10 marks)
- b) In the past many people and marketers were only talking of the 4Ps. Today the number of Ps has developed to new levels. Analyse banking services and suggest how the marketing mix elements of these services will be planned (10 marks)
- c) Marketers can clearly differentiate between marketing of goods and marketing of services. As a marketing student highlight and discuss the difference between the two clearly giving examples where necessary (10 marks)

QUESTION TWO

- a) Describe how Bungoma District Hospital will use the five dimensions of service quality to deliver high quality services. (10 marks)
- b) Identify and explain the factors that influence customer satisfaction (10 marks)

QUESTION THREE

Since the year 2005 many new banks are registered in Kenya. As a result there has been so much switching to the newly registered Banks like Equity, Eco Bank and consolidated bank. As a marketing manager of Barclays bank of Kenya Limited, The management has advised you to find reasons why most of its customers are switching to competitors (20 marks)

QUESTION FOUR

- a) Discuss the specific pricing strategies for each of the following four customer value definitions:
 - (i) Value is low price (3 marks)
 - (ii) Value is the quality I get for the price I pay (3 marks)
 - (iii) Value is everything I want in a service (3 marks)
 - (iv) Value is all that I get for all that I give (3 marks)
- b) Explain the important role for service branding. (8 marks)

QUESTION FIVE

- a) Distinguish between operation issues and operation tasks under operation management in service marketing clearly giving examples in each case (10 marks)
- b) Discuss the challenges facing service marketers in the bid to satisfy their customers. (10 marks)