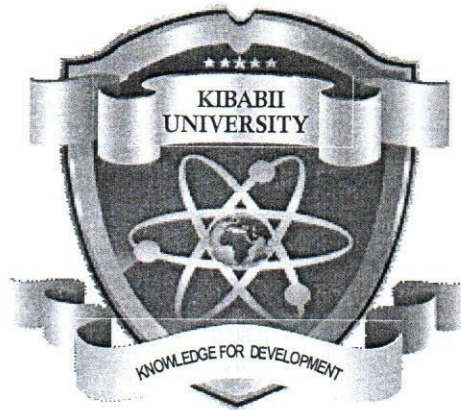


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS
SPECIAL/SUPPLEMENTARY EXAMINATION
2019/2020 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER
FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT

COURSE CODE: BBS 311

COURSE TITLE: MARKETING OF SERVICES

DATE: 02/02/2021

TIME: 8.00 – 10.00AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE

- a). Researchers and management consultants found that retained customers are more profitable than new customers. Discuss the benefits of retaining satisfied customers
(10mks)
- b). Top and middle managers, including frontline supervisors, need to continuously reinforce a strong culture that emphasizes service excellence and productivity. Explain how leadership can enhance service delivery
(10mks)
- c). Organizations often lose customers due to poor service delivery. What strategies would you recommend are employed to win back clients? (10mks)

QUESTION TWO

- a). Discuss the additional Marketing mix as proposed by Zeithaml and Bitner (1996).
(10mks)
- b). Goods and Services are different types of offerings marketed by organisations. Distinguish between the two.
(10mks)

QUESTION THREE

- Services have five unique characteristics. What are the marketing implications of each of these characteristics
(20mks)

QUESTION FOUR

- a). the service industry has had dynamic growth in the last century. How can a service organization position its services so as to effectively compete in the marketplace
(10mks)
- b). "The success of a service business is anchored the quality of its Service employees". Discuss (10mks)

QUESTION FIVE

- a). Relationship marketing shifts the focus on a single transaction profit to a long-term relationship with customers. Describe the characteristics of relationship marketing. (15mks)
- b). Explain the benefits of an extended lifecycle of customers
(5mks)