



# **KIBABII UNIVERSITY COLLEGE (KIBUCO)**

## **MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2014 /2015 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATIONS**

**MAIN EXAMINATION**

## **FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE:** BCM 329

**COURSE TITLE:** SERVICE MARKETING AND MANAGEMENT

**DATE:** 14<sup>TH</sup> JANUARY 2015

**TIME:** 3.00-5.00 P.M

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### **INSTRUCTIONS TO CANDIDATES:**

Answer Question ONE and any other Two Questions

TIME: 2 Hours

## **SECTION A (COMPULSORY) 30 marks**

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

## **SECTION B: (40 MARKS) ANSWER ANY OTHER TWO QUESTIONS**

### **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 discuss factors that influence customer satisfaction. (10 marks)

### **QUESTION THREE**

Since the year 2005 so many new banks have been 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
  - (ii) Value is the quality I get for the price I pay
  - (iii) Value is everything I want in a service
  - (iv) Value is all that I get for all that I give (12 marks)
- (b) Explain the important role for service branding (8 marks)

### **QUESTION FIVE**

- (a) Distinguish between operation issue and operation tasks under operations management in service marketing clearly giving examples in each case. (15 marks)
- (b) Discuss the challenges facing service marketers in the bid to satisfy the customers (5 marks)