



KIBABII UNIVERSITY COLLEGE

(A Constituent College of Masinde Muliro University of Science Technology)

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FACULTY OF EDUCATION AND SOCIAL SCIENCES (FESS)

UNIVERSITY REGULAR EXAMINATIONS

2013 /2014 ACADEMIC YEAR

3RD YEAR 2ND SEMESTER EXAMINATIONS

(MAIN EXAMINATION)

FOR THE DEGREE OF BACHELOR OF

COMMERCE

COURSE CODE: BBM 329

COURSE TITLE: MARKETING AND MANAGEMENT

DATE: APRIL 2014

TIME:

INSTRUCTIONS TO CANDIDATES:

- Answer Question ONE(Compulsory) and any other THREE Questions

QUESTION ONE (COMPULSORY)

- a) Using a relevant example give a comprehensive definition of a service. (4mks)
- b) Using examples differentiate between the following terms as used in service marketing. (6mks)
 - i) Pure service.
 - ii) Product associated with services.
 - iii) The service added with products or other services.
- c) A service is a process. Discuss four major service processes highlighting the distinctive implication for marketing, operations and human resource strategies. (12mks)
- d) Briefly explain the meaning of the following terms as used in service quality. (3mks)
 - i) Moment of truth.
 - ii) Service encounter.
 - iii) Critical incident.

QUESTION TWO.

- a) Discuss the four (4) distinguishing features of a service. (8mks)
- b) Briefly explain the flower of service (facilitating and enhancing services). (7mks)

QUESTION THREE.

Using examples when appropriate, discuss the 8Ps of integrated service strategy. (15mks)

QUESTION FOUR

- a) Highlight the various factors considered in the classification of services. (7mks)
- b) Explain FOUR factors that make it harder to price services than goods. (8mks)

QUESTION FIVE

Mwasame Musumba intends to start a telecommunication service network that will serve Kenya as a whole when it comes to cloud computing. He has approached you to help in the pricing of his services. What approaches should he take and what could be the limiting factors of the approach?