



GARISSA UNIVERSITY

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR THREE
FIRST SEMESTER EXAMINATION**

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 335

COURSE TITLE: MARKETING OF SERVICES

EXAMINATION DURATION: 3 HOURS

DATE: 06/12/17

TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- The examination has SIX (6) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FIVE (5) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Ethical behavior is among the major pillars of sound marketing of services. Describe four strategies which should be used to control ethical behaviors. **[8 marks]**
- (b) Service segmentation is a requisite activity in marketing of services. Briefly explain the importance of service segmentation. **[10 marks]**
- (c) Imagine you have been employed as a Marketing Manager of XYZ Ltd Company. You realize after working there for one year, that customers are complaining about some certain service delivery failures. Suggest various strategies you can adopt to avert this situation **[5 marks]**
- (d) Highlight the importance of Service Marketing. **[2 marks]**

QUESTION TWO

- (a) Discuss six distinguishing characteristics of services. **[9 marks]**
- (b) Briefly explain major classifications of services. **[6 marks]**

QUESTION THREE

- (a) NEP Traders Company has hired you as an expert in marketing, to help develop a marketing strategy. Advise them on the key areas to consider when developing the marketing strategy. **[10 marks]**
- (b) Briefly explain the current emerging trends in service management. **[5 marks]**

QUESTION FOUR

- (a) Describe the meaning of marketing mix in relation to services. **[3 marks]**
- (b) Discuss the various components of marketing mix of services. **[12 marks]**

QUESTION FIVE

- (a) Distinguish between physical products and services. **[6 marks]**
- (b) To what extent are advertising and sales promotions important in marketing of services **[9 marks]**

QUESTION SIX

- (a) Differentiate between the distributions of goods and services. **[3 marks]**
- (b) Discuss six factors that influence channel of distribution of services. **[12 marks]**

