



Riara School of Business
Nurturing business innovators

**SEPTEMBER – DECEMBER 2022 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**

DAY PROGRAMME

RMK 302: MARKETING OF SERVICES

DATE: 28TH NOVEMBER 2022
HOURS

TIME: 2

SPECIAL INSTRUCTIONS

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in the book.
11. Fasten the supplementary pages to the inside back cover of the booklet

QUESTION ONE: COMPULSORY (30 MARKS)

- a) Discuss **FIVE** service quality dimensions which service firms use for measuring its service quality. **(10 marks)**
- b) The service environment consists of **FOUR** components, highlight them using examples **(4 marks)**
- c) From a marketing perspective, products and services can be separated into 3 useful classes. Discuss **(6 marks)**
- d) Discuss **FIVE** methods that firms use to improve productivity in the service sector **(10 marks)**

QUESTION TWO

- a) Using suitable examples identify **FIVE** interpersonal factors that will affect the service atmosphere. **(5 marks)**
- b) Assess the **SERVQUAL** model outlining the **strategies** used to reduce each GAP **(5 marks)**

QUESTION THREE

- a) Using suitable examples, Explain **FIVE** reasons why service firms carry out market research **(10 marks)**
- b) A customer focused distribution strategy involves managing **FIVE** components of distribution from the view point of the customer. Evaluate **FIVE** components stating why long term success is dependent on following these steps. **(10 marks)**

QUESTION FOUR

- a) Describe how service firms can use the concept of price bundling **(6 marks)**
- b) Even though some businesses are “moving their customers to the online channel,” many service businesses need to have “bricks and-mortar” locations. Using an example, explain **FIVE** key reasons why bricks-and-mortar are necessary to best serve customers **(10 marks)**
- c) Explain **FOUR** characteristics of a service **(4 marks)**