



SCHOOL OF BUSINESS
NURTURING INNOVATORS
SEPTEMBER-DECEMBER 2023 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
EVENING PROGRAMME
RMK 302: MARKETING OF SERVICE

DATE: 29th November 2023

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

- i. Write your REGISTRATION NO. Clearly on the answer booklet(s).
- ii. Questions in all sections should be answered in the answer booklet(s).
- iii. Marks allocated to each question are shown at the end of the question.
- iv. PLEASE start the answer to EACH question on a NEW PAGE.
- v. For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
- vi. Write your answers in paragraph form unless stated otherwise.
- vii. Keep your phone(s) SWITCHED OFF at the front of the examination room.
- viii. Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
- ix. You are only allowed to leave the examination room 30 minutes to the end of the Examination.

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

Ensure your responses are concise, well-structured, and supported by relevant examples to demonstrate a solid understanding of the marketing of services concepts.

Question One: Compulsory

- a. Explain the four unique characteristics of services as outlined by the services marketing literature. Provide relevant examples to illustrate each characteristic. **(6 marks)**
- b. Discuss the purpose of service blueprinting in service management. Provide a brief example of how a service blueprint can help identify customer interactions. **(6 marks)**
- c. Define the "Zone of Tolerance" concerning customer expectations in services. How can service providers manage this zone effectively? Share a real-life example. **(6 marks)**
- d. Compare and contrast cost-based pricing and value-based pricing for services. **(6 marks)**
- e. Elaborate on the significance of employees in delivering services. How can service organizations ensure employees positively contribute to the overall service experience? **(6 marks)**

Question Two:

- a. Explain the steps involved in an effective service recovery process and provide examples. **(10 marks)**
- b.
 - i) Discuss the role of innovation in service marketing. **(4 marks)**
 - ii) Explain using examples how innovative services give companies a competitive advantage. **(6 marks)**

Question Three:

- a. Explain the concept of service differentiation and its importance in competitive markets. Provide relevant examples. **(10 marks)**
- b. Discuss the challenges and opportunities in marketing communication for services and how the intangibility of services impact communication strategies. Provide relevant examples. **(10 marks)**

Question Four:

- a. Explain the concept of service branding and its role in establishing service identities. Share examples of successful service branding strategies and their outcomes. **(10 marks)**
- b.
 - i. Discuss the significance of Customer Relationship Management (CRM) in service marketing. **(4 marks)**
 - ii. Explain how CRM contributes to customer retention and loyalty. Support your points with real-world examples. **(6 marks)**

Question Five:

- a. Employee engagement is important in-service delivery, explain how a service organization ensures employees positively contribute to the overall service experience? **(10 marks)**
- b.
 - i. Discuss the challenges and opportunities in internationalizing services. **(3 marks)**
 - ii. Explain how cultural differences affect service marketing strategies when entering global markets. Illustrate with examples. **(7 marks)**