



Riara School of Business
Nurturing business innovators
MAY AUGUST 2023 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
DAY PROGRAMME
RMK 302 MARKETING OF SERVICES

DATE: 3rd AUGUST 2023
HOURS

TIME: 2

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

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 this book
11. Fasten the supplementary pages to the inside back cover of this booklet

QUESTION ONE COMPULSORY

MEDICAL TOURISM CASELET

Medical tourism is a rapidly growing industry, and it's projected to reach \$143 billion by 2023. In fact, according to a study by Patients Beyond Borders, over 15 million patients travel internationally for medical treatment every year.

These categories of visitors to India in particular, popularly known as "medical tourists", are providing a new stream of revenue for corporate hospitals in India. McKinsey estimates that the medical tourism market in India will increase to US\$ 20bn by the year 2021 as compared to US\$ 333mn in 2010. In recent years, many foreign nationals are finding that Indian hospitals are on par with international hospitals in terms of service and expertise. But with the increasing competition, it's more important than ever to have a solid marketing plan in place.

- a) Discuss **SIX** factors that attract foreign patients to India and other South-Eastern countries. **(6 marks)**
- b) Discuss the **Seven Ps** of Service marketing and how they relate with this caselet on medical tourism. **(14 marks)**
- c) Briefly discuss **FIVE** challenges that affected marketing of services of medical tourism destinations during the COVID-19 pandemic **(5 marks)**
- d) Based on this CASELET identify **FIVE** trends in the Service Sector associated to Medical Tourism **(5 marks)**

QUESTION TWO

- a) Using appropriate examples elaborate the **FOUR** categories of Services **(10 marks)**
- b) Identify **FIVE** Key features of a Customer Relationship Management (CRM) software **(10 marks)**

QUESTION THREE

- a) Categorize **FIVE** types of Training that can be used to enhance efficiency in service industry **(10 marks)**
- b) Consumption of services is an intricate process. Discuss the **THREE** stage model of service consumption that affects customer decision making **(10 marks)**

QUESTION FOUR

- a) Evaluate **FIVE** gaps that are associated with service marketing in relation to the perceived service and the expected service. **(10 marks)**
- b) Examine **FIVE** positioning strategies available for a service marketing practitioner **(10 marks)**