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**University Examinations 2015/2016**

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF  
BUSINESS ADMINISTRATION (MARKETING OPTION)

**BFA 5235: SERVICE MARKETING**

**DATE: NOVEMBER 2015**

**TIME: 3 HOURS**

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**INSTRUCTIONS:** Answer question *one* and any other *three* questions

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**QUESTION ONE (25 MARKS)**

- a) Explain the distinguishing characteristics considered when positioning services (6 Marks)
- b) What has been the impact of the emergence of internet in promotion of services? (5 Marks)
- c) A service blue print has three main elements. Identify and discuss them (6 Marks)
- d) Explain the meaning of the following terms as relates to marketing of services (8 Marks)

- (i) Variability/Heterogeneity
- (ii) Service Inseparability
- (iii) Cognitive dissonance
- (iv) Services Standards gap

**QUESTION TWO (25 MARKS)**

- a) When consumers make a choice decision, they do it on the perceived service value of the offer, their expectations are formed. Discuss this statement giving relevant illustrations. (10 Marks)

- b) Discuss the various methods used by service managers to collect information on the customer's expectations (10 Marks)
- c) Discuss the five main ways of classifying services (5 Marks)

**QUESTION THREE (25 MARKS)**

- a) Describe the two types of service physical evidence (4 Marks)
- b) Discuss the three principals of service marketing (6 Marks)
- c) Service quality is not easy to measure in a precise manner because the nature and characteristics of services can have an impact on quality issues: Discuss these characteristics (10 Marks)
- d) Describe the functions of service intermediaries that are performed on behalf of the producers (5 Marks)

**QUESTION FOUR (25 MARKS)**

- a) Identify a service organization in the following sectors and discuss the strategies they use in building and maintaining relationships with the internal and external customers. (consumer relationship management)
  - (i) Private Universities (5 Marks)
  - (ii) Insurance (5 Marks)
  - (iii) Banking (5 Marks)
- b) Identify and explain any two buying situations in relation to service market marketing (10 Marks)

**QUESTION FIVE (25 MARKS)**

- a) Differences between consumer markets and business markets (8 Marks)
- b) Discuss any five factors that may influence service location (10 Marks)
- c) Explain the possible reasons for the increase in international trade in services (7 Marks)