THE CO-OPERATIVE UNIVERSITY OF KENYA

HBM 2404 SERVICE MARKETING

Instructions: Attempt question one and any other two questions

Time allowed: 2 hours

Question one

(a) Highlight any five characteristics of services (5 marks)
(b) Enumerate the three stages of the service consumption model (6 marks)
(c) Outline any five sources of customer expectations (5 marks)
(d) Briefly discuss any five types of emotions likely to be exhibited by a complaining customer (5 marks)
(e) Briefly explain any nine qualities of service quality. (9 marks)

Question two

(a) While providing relevant examples discuss the fives categories of offerings along the service spectrum (10 marks)
(b) Describe any five characteristics of a good service organisations (10 marks)

Question three

Using an appropriate diagram describe the framework for developing appropriate service marketing strategies while incorporating the three stage service consumption model (20 marks)

Question four

(a) Explain any five elements of customer perceptions of quality (10 marks)
(b) Describe the most common forms of complaint as related to services (10 marks)

Question five

(a) Explain the concept of the DMAIC model and its applicability to service marketing (10 marks)
(b) Discuss the five ways through which service guarantees and warranties help a firm achieve customer loyalty (10 marks)
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Time allowed: 2 hours

Question one

(a) Outline any five ways of improving service quality (5 marks)
(b) Describe the five principles of effective service recovery (5 marks)
(c) Distinguish between search qualities, experience and credence qualities as used in service marketing (6 marks)
(d) Explain any five customer feedback collection tools (5 marks)
(e) Enumerate the four components of the service recovery paradox (4 marks)
(f) Highlight any five reasons why customers maybe difficult to deal with in the delivery of services (5 marks).

Question two

Describe the ten aspects of good customer service (20 marks)

Question three

(a) Explain the seven service quality gaps you are likely to deal with a service marketing practitioner and the likely remedies you would take to seal them (14 marks)
(b) Highlight the six classes of services found in the market (6 marks)

Question four

(a) Describe any five factors that have led to the growth of the service marketing sector (10 marks)
(b) Discuss any five requirements for the implementation of total quality marketing (10 marks)

Question five

(a) Discuss any five challenges facing organisations in the improvement of service productivity (10 marks)
(b) Discuss the application of Pareto analysis in the improvement of service quality (10 marks)