

# The Co-operative University of Kenya

**END OF SEMESTER EXAMINATION DECEMBER-2018**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE  
BUSINESS**

**UNIT CODE: BCMM 2404**

**UNIT TITLE: SERVICE MARKETING**

**DATE: DECEMBER, 2018**

**TIME:**

## **INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

### **QUESTION ONE**

- (a) Explain meaning of a serve (2 marks)
- (b) Discuss characteristics and challenges of service (2 marks)
- (c) Identify difference between marketing in services and marketing in products (4 marks)
- (d) Explain Unique challenges involved in marketing and managing services (6 marks)
- (e) Discuss factors influencing customer expectations on services (8 marks)

### **QUESTION TWO**

- (a) Describe the role of marketing planning as an ongoing process and its importance to the service organizations (10 marks)
- (b) Discuss the head fir formulation of strategies to develop relationship with customers (10 marks)

### **QUESTION THREE**

- (a) Discuss the role of distribution in developing the marketing mix suitable for services (10 marks)
- (b) Explain the concept of service quality (10 marks)

### **QUESTION FOUR**

- (a) Describe the methods of marketing research in the sector (10 marks)
- (b) Identify and analyze the elements that constitute the service offer (10 marks)

### **QUESTION FIVE**

- (a) Examine the role played by human elements on the service offer (8 marks)
- (b) Discuss the various innovations in methods of distributing services (8 marks)
- (c) Explain the price tactics used in services (4 marks)