



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATIONS APRIL-2015

**EXAMINATIONS FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS (YR1 SEM 1)**

COURSE CODE: HCOB 2417

UNIT TITLE: SERVICE MARKETING

DATE: APRIL, 2015

TIME: 9.00 A.M. – 11. 00 A.M.

INSTRUCTIONS:

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

QUESTION ONE

- Briefly explain the roles played by people's mix in service delivery. (5 marks)
- Explain FIVE factors that will influence the selection of a service outlet location. (5 marks)
- Discuss the service quality gaps that normally occur during the service delivery highlighting ways of managing each gap. (10 marks)
- Service consumer behavior can be influenced by past experiences or perceptions using your marketing knowledge describe the consumer's decision making process. (10 marks)

QUESTION TWO

- Discuss FIVE distribution strategies through which service institutions can adopt to distribute their services in competitive markets. (10 marks)
- Physical evidence being one of their tangible marketing mixes is used by customers to judge the quality of service. Explain any FIVE examples of its elements. (10 marks)

QUESTION THREE

Explain how a marketing manager working with Mwalimu Sacco can manage the challenges caused by service characteristics in order to maximize revenue. (20 marks)

QUESTION FOUR

- Explain FIVE determinants of service quality in the service sectors. (10 marks)
- Using examples in Travel sector Discuss pricing strategies applicable incase of new and existing services. (10 marks)