

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BMK 3453
COURSE	: SERVICE MARKETING
SEMESTER/SESSION	: 2 - 2021/2022
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Based on your understanding, define service marketing. (4 marks)
- b) Explain **FOUR (4)** forces transforming the service economy. (8 marks)
- c) Describe **FOUR (4)** broad categories of services. (8 marks)

QUESTION 2

- a) Distinguish the customer gap between expected service and perceived service. (6 marks)
- b) Discuss **THREE (3)** factors leading to provider gap 4. (6 marks)
- c) Discover **FOUR (4)** gaps model of service quality. (8 marks)

QUESTION 3

- a) *Service recovery is the process used to "recover" dissatisfied or lost members or patients by identifying and fixing the problem or making amends for the failure in customer or clinical service.*
- i) What is service recovery management? (2 marks)
- ii) Demonstrate **FOUR (4)** reasons of service failures. (8 marks)
- b) Illustrate **FIVE (5)** important processes of service recovery. (10 marks)

QUESTION 4

- a) *Servicescape is a model developed by Booms and Bitner to emphasize the impact of the physical environment in which a service process takes place. The aim of the servicescapes model is to explain behavior of people within the service environment with a view to designing environments that does not accomplish organizational goals in terms of achieving desired behavioral responses.*

As a marketer, classify **THREE (3)** important aspects of the servicescape and provide relevant example for each aspect. (12 marks)

- b) *In a service encounter, customers interact with the service continuously. For example, at a restaurant. You might have numerous interactions with staff and use the restroom. Service providers need to create a pleasant, convenient, and satisfying experience for customers.*

Interpret **FOUR (4)** major roles of servicescape. (8 marks)

QUESTION 5

- a) *Customers help companies generate profits, the economic fuel needed to run a thriving business. As a business owner, you can feel the economic pulse in the marketplace by reviewing general price trends and adjusting your company's prices accordingly. Reviewing prices occasionally helps your company stay competitive.*

Express **FIVE (5)** important roles of customers in service co-creation. (10 marks)

- b) *Focusing on customer participation does not mean abandoning word-of-mouth. However, customer participation is very profitable, and should be emphasized over word-of-mouth, not the reverse. Ideally, companies should encourage both as they are "two sides of the same coin" which one focused internally, one focused externally, both building financial value for companies.*

Examine **FOUR (4)** ways to increase customer participation. (10 marks)

-----End of question-----

