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(University of Choice)

**MASINDEMULIROUNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)**

**UNIVERSITY SPECIAL / SUPPLEMENTARY EXAMINATIONS  
2021 / 2022 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS  
FOR THE DEGREE  
BACHELOR OF COMMERCE**

**COURSE CODE:        BCB 329**

**COURSE TITLE:       SERVICE MARKETING AND MANAGEMENT**

**DATE: TUESDAY, 26<sup>TH</sup> JULY 2022**

**TIME: 8:00 – 10:00AM**

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**INSTRUCTIONS TO CANDIDATES**

Question ONE (1) is compulsory

Answer Question ONE and any other TWO questions

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

### QUESTION ONE (30Mks)

You have been hired as a Strategic Consultant by Masinde Muliro University of Science and Technology. Your assignment is to assess the university on its effectiveness as a service delivery institution against competition arising from the growing number of private universities, colleges and other educational institutions in Kenya and propose corrective measures where appropriate.

- i. Describe the competitive edge arising from private universities, colleges and other educational institutions in Kenya (10mks)
- ii. Apply your service marketing skills to advise Masinde Muliro University how it could become a better service provider. (10mks)
- iii. Variability is one of the characteristics of services. Advise how you will address this factor in the university sector (10mks)

### QUESTION TWO

- a. Explain the impact of Information Technology in service marketing (10mks)
- b. How can marketers improve customer support services (10mks)

### QUESTION THREE

- a. Describe service mix (6mks)
- b. In reference to a service firm of your choice, citing at least three examples, discuss the extended marketing mix (9mks)

### QUESTION FOUR

The service quality of a firm is tested at each service encounter. If employees are bored, cannot answer simple questions and continually access social media pages as customers are waiting, customers will think twice about doing business there again, (Phillip Kotler).

- a. What employee behaviours deny businesses customers? (10mks)
- b. Advise how to curb the above behaviours. (10mks)

### QUESTION FIVE

- a. Services are perishable. Discuss. (10mks)
- b. Describe strategies to curb challenges of perishability of services in the transport industry (10mks)