(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR, FIRST SEMESTER MAIN EXAMINATIONS

FOR THE DEGREE

OF

B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 303

COURSE TITLE: CONSUMER BEHAVIOR AND SERVICE MARKETING.

DATE: 5TH DEC. 2023   **TIME: 3:00PM – 5:00 PM**

INSTRUCTIONS TO CANDIDATES
Answer ALL questions in SECTION A and B
Answer TWO questions from section C.
MMUST observes ZERO tolerance to examination Cheating
This paper consists four printed Pages. Please Turn Over

SECTION A: This section contains MCQS of 1 mark each. Answer all questions.

1) Which of the following statements is **TRUE** about low- contact services?
   A. Customer visit the service facilities and remain throughout the service delivery.
   B. Active contact between the customer and the service provider.
   C. Contacts usually through arm's length electronic or physical distribution channels.
   D. Customer can quantify the services delivered.

2) Consumer behavior can be defined as:
   A. The assistance and advice provided by a company to consumers of their products.
   B. The scientific study of human mind and its functions especially those affecting behaviour in a given context.
   C. The study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas.
   D. The study of individuals', groups' and organizations' decisions by observing their selections, purchasing, use and rejections of goods, ideas or experiences to fulfill their wants and needs.

3) The macro environment of service marketing consists of the following factors **EXCEPT:**
   A. Socio-cultural.
   B. Legal.
   C. Economic.
   D. Competition

4) Which of the following statement is **NOT TRUE** according to Christopher Lovelock definition of service?
   A. They are deeds, processes and performances.
   B. They have different, defining characteristics.
   C. They are not linked to goods.
   D. They are highly perishable in nature.

5) _____ is a composition based pricing strategy.
   A. Market skimming
   B. Penetration pricing
   C. Price bidding
   D. Price discrimination.

6) Distribution options for services include:

A. Franchisees

B. Agents

C. Brookers

D. All of the above.

7) Service personnel can be classified as the following **EXCEPT:**

A. Low contact service

B. Consumer service employees

C. Contact personnel.

D. Contracted personnel.

8) _____is an element of a physical evidence service.

A. Essential evidence

B. Peripheral evidence

C. Appearance and conduct of service personnel

D. Performance.

9) Which of the following is a pure stand-alone service product?

A. Food and beverages

B. Accommodation

C. Counselling.

D. All of the above.

10) _____is the **ODD** one out?

A. Service nature.

B. Service delivery.

C. Service availability.

D. Service information.

SECTION B: This section contains 5 short answer questions of 4 marks each. Answer all questions. (20 MARKS)

11) Highlight **SIX** factors that influence consumer behaviour. (6 marks)

12) Identify the **THREE** types of marketing in the service industry(6marks)

13) Elucidate any **THREE** service recovery strategies in hospitality industry. (6 marks)

14) Using examples define the following terms as used in service marketing. (6 marks)

    i. The Core Product

    ii. The Actual Product

    iii. The Augmented Product

    iv. The Potential Product

15). Differentiate between the following terms. (6 marks)

    i. Explicit services

    ii. Implicit services

SECTION C: This section contains 3 essay questions of 15 marks each. Answer any two questions (30 MARKS)

16) Discuss the **FIVE** components of service packages as stipulated by Fitzsimmons and Fitzsimmons (2004) (15 marks)

17) Discuss any **FIVE** models of consumer behavior (15 marks)

18) As a service marketer it is imperative that you should understand the buying process and the different influencing factors. Discuss the stages in consumer decision making process. (15 marks)