



(The University of Choice)

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

MAIN

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF COMERCE / BACHELOR OF BUSINESS
MANAGEMENT**

COURSE CODE: BCB 329

**COURSE TITLE: SERVICE MARKETING AND
MANAGEMENT**

DATE: MONDAY, 19TH / 12 / 2022 TIME: 3:00 – 5:00PM

INSTRUCTIONS TO CANDIDATES

- Section A is compulsory. Attempt any three questions in section B

TIME: 3 HOURS

This Paper Consists of 3 Printed Pages. Please Turn Over 

Question One

Chapter one of a recent book (inspired customer service, by David Clutterbuck, Graham Clark and Colin Armistead, published by Kogan Page in 1993) list five fundamental assumptions which according to the authors, cut across conventional wisdom'. Of these five assumptions, four are particularly relevant to these syllabuses for consumer behavior, so it is these which are repeated below, plus some explanatory comments adapted from the authors text.

- a) Customers care usually doesn't work. Most of the billions invested in customers care training have been wholly or partially wasted.
- b) The effectiveness of the service quality approaches depends on where you are in the quality spectrum. Companies tackling service quality issues tend to fall into one of the four categories.
 - i) Naturals: companies, which have institutionalized service quality from their earliest days and have so inculcated service values that employees would not consider operating in any other way.
 - ii) Aspirants companies, which have strong ambitions towards achieving an in-built customer-orientation and are determined to become service quality leaders within their own market niches.
 - iii) Followers: companies, which have been forced into service quality largely 'against inclination
 - iv) Laggards: companies, which have developed such poor reputations for service quality that they have to work twice as hard as aspirants.
- c) Total quality management and service quality management only rarely deliver genuine competitive advantage. The reality is that quality is a survival tool.
- d) There are no such things as customers or suppliers-only business partners (i.e. long-term customers) and transients (i.e. customers whom the organization does not expect to see more than once).

Required

- a). What do organizations have to do to ensure that money spend on training is not wasted (6 marks).
- b). What do the authors mean when they claim that quality is a "survival tool"? How far do you agree with this judgment that service quality management rarely generates competitive advantage.(12 marks).
- c).What advice would you give, about the significance of customers service, for organizations customers that are principally transient. (12 marks).

SECTION B: ANY TWO QUESTIONS

Question Two

- a) Consider a queue for a service which you have been involved in recently. Critically assess the methods used for handling the queue and show how these may have been improved. (10 marks).
- b) The management of consumer waits and customer participation is particularly important for service firms? Why is this case? (10 marks).

Question Three

- a) Service failure is quite common in the service industry and has strong negative impact. Suggest strategies which a fast food restaurant can employ to recover from service failure (10 marks)
- b) Consumers vulnerability within the service is sector high. Why is this case? (6 marks)

Question Four

- a). You have been recruited as a consultant by a marketing research organization. Your first assignment is to give a presentation on the different methods of investigating the service quality. Draft a document, on areas, which you will cover in your presentation (12 marks).
- b). Discuss the reasons why quality has become an increasingly important issue in service marketing (8 marks).

Question Five

You are employed as a customer service manager by a service organization, which supplies cleaning products and services to commercial premises. Your Managing Director has asked you to prepare a presentation for junior marketing recruits explaining the extended marketing mix and how they address the challenges presented by the unique characteristics of service marketing. Draft a document, which details the areas, which you will cover in your presentation. (20 marks).