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(The *University of Choice*)

MASINDEMULIROUNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN

UNIVERSITY EXAMINATIONS 2023/2024 ACADEMIC YEAR

THIRDYEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF COMERCE

COURSE CODE: BCB 329

COURSE TITLE: SERVICE MARKETING AND MANAGEMENT

DATE: THURSDAY, 14TH /12/2023 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

SECTION A: COMPULSORY

Question One

A major national utility company was suffering from low customer satisfaction ratings and needed a plan to identify problems and address the issues in a timely manner. The utility company was ineffective in dealing with issues and inquiries from its customers. Specifically, they needed a systematic approach to evaluate the performance of their customer service representatives and field technicians, in order to identify problems and craft solutions.

The primary objective of the research was to gain a better understanding of the customer experience throughout their interaction with the company, so that key areas of intervention would be identified.

Decision Analyst designed a customer satisfaction research program that surveyed both residential and commercial customers. Decision Analyst contacted customers via the telephone within a few days of their interaction with the utility company. Customers were asked a series of questions relating to general performance and satisfaction, as well as questions that were specific to their type of transaction with the company. The objective was to understand the customers' experiences throughout the stages (new service, service call, and account inquiry) of their interaction with the utility company.

The research revealed several areas for improving customer service. The customer base was segmented using several statistical techniques in order to better understand the different needs of each segment and the level of service required to generate and maintain strong satisfaction ratings. The client implemented a pilot program of service improvements that targeted the right level of attention and support to the right type of customer. The pilot program was eventually expanded to the entire enterprise.

Required

a). Discuss the various customer satisfaction programs that the national utility company suffering from low customer satisfaction ratings can implement to improve customer experience (8 marks).

b). The national utility company plan to implement customer improvement program to improve customer experience. What benefits are likely to accrue to the organization from this program
(10 marks).

c). Identify and explain the different methods of investigating the service quality that the national utility company can use to understand the quality of service offered to customer (12 marks)

SECTION B: ANY TWO QUESTIONS

Question Two

a). The pricing of services can be more complex due to various factors. Explain the factors that influence pricing in the service industry and how hotels can develop effective pricing strategies. (10 marks).

b). Quality is clearly a complex concept which cannot satisfactorily be measured by a series of isolated ad hoc studies. The SERVQUAL technique is used to comprehensively measure the service quality. Discuss the dimension of service quality measured in this research (10 marks).

Question Three

a). Explain the concept of "moments of the truth" in service marketing (2 marks).
b). The management of consumer waits and customer participation is particularly important for service firms? Why is this the case? (10 marks).

c). Explain how a manager can control ethical decision making in a service environment? (8 marks).

Question Four

a). Discuss the importance of customer feedback and reviews in the services sector. How can a firm in the services sector effectively use this feedback to improve it's services? (8 marks).
b). Service failure is common among service delivery firms. Suggest strategies which a firm can employ to recover from service failure (6 marks)
c). Discuss the implications of having customer involved in the production process (6 marks).

Question Five

a). Discuss the FIVE quality gaps as outlined by Berry et.al in 1985 and show how knowledge of the quality can be used to improve the service delivery in an organization. (10 marks)

b). Using examples, explain the perishability and variability of services. (5 marks).
c). Explain how intangibility and inseparability affect the marketing of services (5 marks).