

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**SERVICES MARKETING – CBU 4105**

**SUPPLEMENTARY EXAMINATION – OCTOBER 2009**

**TIME ALLOWED: 3 HOURS**

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**INSTRUCTIONS TO CANDIDATES**

- (i) Answer any **Four (4)** Questions.
- (ii) All questions carry **25** marks each
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

**QUESTION 1**

“Service guarantees are an unnecessary cost that a company can do well without”. How far do you agree with this statement? **[25 Marks]**

**QUESTION 2**

Kingdom Financial Holdings Ltd would like to open retail banking outlets countrywide. Advise them on how to design the best service and why this is important. **[25 Marks]**

**QUESTION 3**

“The traditional marketing mix is not a useful tool for managers in the service sector”. Discuss. **[25 Marks]**

**QUESTION 4**

Discuss the characteristics of services and their influence upon service prices. **[25 Marks]**

**QUESTION 5**

Outline the differences between marketing research for services and for products. **[25 Marks]**

**QUESTION 6**

Using a framework for understanding environment-user relationships in service organisations, discuss the importance of physical evidence in communicating service quality attributes and creating the service experience. **[25 Marks]**

**QUESTION 7**

Using the gaps model by the PZB team, select a service organisation of your choice and discuss how service quality may be changed. **[25 Marks]**

**END OF EXAMINATION**