



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

FIRST SEMESTER EXAMINATION FOR BACHELOR OF COMMERCE

BBA 305: SERVICE MARKETING

Date: 4/12/2015

Time: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer question One and any other Two questions

QUESTION ONE (30 MARKS)

- a) The marketing mix is the set of tools available to an organization to shape the nature of its offer to consumers. Write short notes on the marketing mix for services. (14 marks)
- b) The secondary level of service can be analyzed in terms of a number of elements some of which bear comparison with the elements used in analyzing the offer of a tangible goods. Discuss this tangible elements (10 marks)
- c) Write short notes on the characteristics of the services. (6 marks)

QUESTION TWO

- a) A company's offering often includes some services. Describe the five categories of offerings (10 marks)
- b) Briefly explain the basic process involved in purchase decisions of services. (10 marks)

QUESTION THREE

- a) Write short notes on the various pricing approaches. (10 marks)
- b) Briefly explain the key stages in price decision making. (10 marks)

QUESTION FOUR

- a) Briefly explain the factors that influence the promotional mix. (10 marks)
- b) Write short notes on the following
 - (i) Relationship marketing (5 marks)
 - (ii) Internal marketing (5 marks)

QUESTION FIVE

- a) The basic elements which serve to achieve organizational communications objectives form the promotional mix. Discuss the promotional mix (10 marks)
- b) Briefly discuss the factors that determine the choice of media in communication. (10 marks)