



**Riara School of Business**  
*Nurturing business innovators*

**SEPTEMBER – DECEMBER 2019 TRIMESTER**  
**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**

**EVENING PROGRAMME**

**RMK 302: MARKETING OF SERVICES**

**DECEMBER 2019**

**TIME: 2 HOURS**

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**INSTRUCTIONS**

- i) Answer question one and any other two**
- ii) Marks allocated to each question are shown at the end of the question**
- iii) Arrange your work neatly and indicate the questions answered in the Examination booklet**

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**QUESTION ONE: COMPULSORY (30 Marks)**

- a.** Explain the roles that service customers play and the strategies for involving service customers effectively to increase both quality and productivity. **(10 marks).**
- b.** Using specific examples, discuss the benefits, challenges and strategies for effective service delivery through intermediaries. **(10 Marks)**
- c.** Based on a specific firm, explain the key strategies the firm uses for managing service promises and internal marketing communications. **(10 Marks)**

**QUESTION TWO**

- a.** Citing local examples, describe strategies that firms use to price services **(10 marks).**
- b.** Explain the reasons behind service switching and present strategies for effective service recovery. **(10 marks).**

**QUESTION THREE**

- a)** Examine university education service quality indicators. **(10 marks).**
- b)** Discuss the process used for selecting customer – defined standards for university education in Kenya. **(10 marks).**

#### **QUESTION FOUR**

Using suitable examples, clearly differentiate the characteristics of services compared to goods and give their implications when marketing services. **(20 marks).**