



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BTM 1203
COURSE TITLE: SERVICE OPERATIONS AND
MARKETING**

DATE: 24TH APRIL 2018

TIME: 0830 – 1030 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

Define the following terms

- i. Marketing (1 mark)
- ii. Service (1 mark)
- iii. Customer service (1 mark)
- iv. Value (1 mark)
- v. Offering (1 mark)
- vi. Customer Satisfaction (1 mark)
- vii. What is the contribution of supporting services and facilitating services in the hospitality industry? (6 marks)
- viii. What is meant by targeting and positioning of services (5 marks)
- ix. Services cannot be seen, touched, demonstrated or tried before the purchase. How do customers judge the quality of service? (3 marks)
- x. Enumerate the service quality gaps (5 marks)

QUESTION TWO

Services and physical goods cannot be marketed the same way. Outline the distinguishing characteristics of services (15 marks)

QUESTION THREE

Customers are often forward looking with respect to the decision to keep or switch from a service relationship. Discuss the five gaps highlighted in the service quality model (15 marks)

QUESTION FOUR

Discuss how the extended marketing mix for services (People, process and physical evidence) can be used as tools for attracting and retaining customers in a five star hotel. (15 marks)

QUESTION FIVE

(a) What is market segmentation? (3 marks)

(b) For services, the segmentation process is similar to the one followed for the goods marketing. Name and explain the four bases for market segmentation. (12 marks)

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