

EXAMINATION AND EVALUATION DIVISION  
DEPARTMENT OF POLYTECHNIC EDUCATION  
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION

DECEMBER 2011 SESSION

**P5711: SERVICE MARKETING**

**DATE: 24 APRIL 2012**

**DURATION: 2 HOURS (8.30 AM – 10.30 AM)**

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This paper consists of **THREE (3)** pages including the front page.

Essay (4 Questions – Answer **ALL**)

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**DO NOT OPEN THIS QUESTION PAPER UNTIL INSTRUCTED BY**  
**THE CHIEF INVIGILATOR**

**ESSAY (100 marks)**

Instruction: This section consists of **FOUR (4)** essay questions. Answer **ALL** questions.

**QUESTION 1**

- a) Differentiate services and products (physical goods). Give an example. (8 marks)
- b) Explain the **FOUR (4)** characteristics of services with suitable examples. (17 marks)

**QUESTION 2**

- a) Define membership relationship. (3 marks)
- b) Discuss the advantages in service organization of having membership relationships. (9 marks)
- c) Explain **FOUR (4)** ways how services should be categorized. (13 marks)

**QUESTION 3**

- a) Describe the **FOUR (4)** important bases for price determination can be identified. (12 marks)
- b) Explain the implications for promotion strategy towards service compared to package goods. (13 marks)

**QUESTION 4**

- a) List down any **FIVE (5)** potential quality gaps in service. (5 marks)
- b) Discuss the **FIVE (5)** broad dimensions of service quality used by customers to evaluate quality of services:
- i. Tangibles
  - ii. Reliability
  - iii. Responsiveness
  - iv. Assurances
  - v. Empathy
- (20 marks)