**ESSAY (100 marks)**

**INSTRUCTION:**

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

**QUESTION 1**

a) What is Service Marketing?

(5 marks)

b) In your opinion, what are **FOUR (4)** characteristics of good service provider?

(8 marks)

c) Discuss **FOUR (4)** characteristics of service product which can differentiate it with the physical product.

(12 marks)

**QUESTION 2**

a) What is the meaning of empowerment in services marketing?

(5 marks)

b) There are some factors that need to be considered by the company before it decides to empower its services personnel. Explain how the company considering the factors below before empowering its services personnel:

    i.    The firm's basic business strategy
    ii.    The firm's relationship with the customer

(8 marks)

c) Discuss **FOUR (4)** benefits of doing Empowerment and Enfranchisement in a company.

(12 marks)

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

COMMERCE DEPARTMENT

FINAL EXAMINATION
JUNE 2012 SESSION

**P5711: SERVICE MARKETING**

**DATE : 20 NOVEMBER 2012 (TUESDAY)**
**DURATION : 2 HOURS (8.30AM – 10.30AM)**

This is a paper consisting of **THREE (3)** pages including the front page.
(4 questions – answer all questions)

**QUESTION 3**

a)    By using an appropriate example, explain **FIVE (5)** brand functions below.

     i.    Brand as a sign of ownership

    ii.    Brand as a differentiating device

   iii.    Brand as a functional devices

   iv.    Brand as risk reducer

    v.    Brand as a legal devices

(25 marks)

**QUESTION 4**

a)    Below are **FIVE (5)** services quality dimensions that the customers always use to rate the service quality. By giving appropriate examples, explain briefly how the customers can use the dimensions below to rate the service quality.

     i.    Reliability

    ii.    Assurance

   iii.    Tangibles

   iv.    Empathy

    v.    Responsiveness

(15 marks)

(b)    Give **FOUR (4)** importance of Service Quality Management.

(10 marks)