

CENTRAL UNIVERSITY



CENTRAL BUSINESS SCHOOL

MARKETING DEPARTMENT

SEMESTER ONE SUPPLEMENTARY EXAMINATION 2022 - 2023

COURSE CODE: CBMK 403

LEVEL 400

MORNING/EVENING/WEEKEND SESSION

JULY 2023

THREE (3) HOURS

STUDENT ID No.

INSTRUCTIONS:

- (i) Answer FOUR (4) Questions
- (ii) All Answers must be provided on the Answer Sheet

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SO BY THE INVIGILATOR**

1. a) With practical examples, explain why quality is difficult to evaluate in services high in credence attributes. (15 marks)
b) Why is time so important in services? (10 marks)
2. Discuss using practical examples six (6) major types of research used by service marketers and show the way each type addresses the criteria associated with it. (25 marks)
3. With practical examples, examine the strategies excellent service firms use to recover disappointed customers. (25 marks).
4. Discuss the key drivers of service quality, customer retention, and profits. (25 marks)
5. What are the benefits to the company and the customer of an effective service guarantee? (25 marks).
6. Explain the four (4) basic scenarios that can result from different combinations of capacity and demand for services. (25 marks).