



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

FIRST SEMESTER EXAMINATION, 2021/22

CENTRAL BUSINESS SCHOOL
DEPARTMENT OF MARKETING
CBMK 409: SERVICE MARKETING (LEVEL 400)
FEBRUARY, 2022
TIME DURATION: **THREE (3) HOURS**

INSTRUCTIONS

Answer FOUR (4) questions ONLY

COURSE LECTURER: CYNTHIA. A. BULLEY

ANSWER FOUR (4) QUESTIONS ONLY

1. In service organizations, the building blocks for customer perceptions is the 'actual service encounter' or "moment of truth" (Zeithaml, Bitner and Gremler, 2013). Discuss service encounters or moments of truth and distinguish between three (3) types of service encounters. (25 marks).
2. a) With practical examples, examine the strategies excellent service firms use to recover disappointed customers. (16 marks)
b) What are the benefits to the company of an effective service guarantee? (5marks)
c) Should every service organization have a service guarantee? Why? (4marks)
3. a) Examine the underlying factors that consumers evaluate when judging service quality, using practical examples. (18marks)
b) How do customers build their perceptions of service? (3marks)
c) Why is time so important in services? (4marks)
4. Customer participation at some level is inevitable in most service situation. With practical examples, discuss the three (3) major roles played by customers in service co-creation and delivery (25 marks).
5. The expanded marketing mix for services is one of the basic concepts for services.
a) Define and explain the variables. (10% marks).
b) Discuss why each of the three (3) new elements has been included in the service marketing mix elements. (10% marks)
c) How might each of the three (3) new mix elements communicate with or help to satisfy an organization's customers? (4 marks)
6. Service employees are a critical ingredient in ensuring high quality service delivery.
a) Explain the four (4) different ways that customers see employees (13 marks).
b) Explain emotional labour in service provision and any four strategies that can be used to overcome it (12 marks)