



**THE CATHOLIC UNIVERSITY OF EASTERN AFRICA
A. M. E. C. E. A**

P.O. Box 62157
00200 Nairobi - KENYA
Telephone: 891601-6
Ext 1022/23/25
Fax: 254-20-891084
email: exams@cuea.edu
directorofexams@cuea.edu

GABA CAMPUS – ELDORET

MAIN EXAMINATION

JANUARY – APRIL 2023 TRIMESTER

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND MANAGEMENT

CMK 313: MARKETING & MANAGEMENT

Date: April 2023	Duration: 2 Hours
Instructions: Answer Question ONE and any other TWO Questions	

Q1.

- a) Services have become so important to the economies of the world. Define services Marketing and describe at least four (4) important service sector industries in Kenya. **(6 Marks)**
- b) ICT and mobile telecommunications technologies have changed services that we use in our professional or personal lives. Discuss four (4) such services are you personally use almost daily. **(6 Marks)**
- c) Explain the concept of the extended Marketing mix for services and give examples of how these variables have affected your service experience. **(7 Marks)**
- d) What is a *service encounter*? **(2 Marks)**
- e) Discuss the stages in the purchase process for services. **(9 Marks)**

Q2.

Services Marketing mix has eight variables or elements. Three of these variables have been dealt with at Q 1 (c). You are required to describe the remaining five (5) variables of the extended Marketing for services. **(20 Marks)**

Q3.

a) Discuss the element of risk, listing and expounding on each type of risk that consumers of services perceive associated with their purchases. **(10 Marks)**

b) Marketing of services are often challenging in view of the unique service characteristics associated with services. Describe each of these unique characteristics. **(10 Marks)**

Q4.

Discuss the factors that influence customer expectations of service. **(20 Marks)**

Q5.

Explain the meaning of service quality and write about each of the elements of the acronym often used in discussing service quality. **(20 Marks)**

END