



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**AUGUST - DECEMBER 2018 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**REGULAR PROGRAMME**

**CMK 313: MARKETING OF SERVICES**

**Date: DECEMBER 2018**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. a) Discuss the marketing communication mix for services with special reference to an airline industry **(15marks).**
- b) Discuss the stages in consumer buying decision making of a service in reference to a restaurant **(15marks)**
- Q2. a) "to close the customer gap, the gaps model suggests that four other gaps – the providers" gap needs to be closed". Critically discuss how providers" gap can be closed **(10marks)**
- b) Discuss the various service recovery strategies a service manager at KQ can use where there has been prior service failure **(10marks)**
- Q3. a) Discuss the unique characteristics of services and their resulting marketing implications at the KRA **(15marks)**
- b) Many forces have led to the growth of service marketing, and many industries, companies, and individuals have defined the scope of the concepts, frameworks, and strategies that define the field. The field of services marketing and management has evolved as a result of these combined forces". Citing suitable examples discuss these forces **(5marks)**
- Q4. a) Discuss various factors that influence customer"s expectations **(10marks)**

b) Discuss various ways in which a company can stay close to its customers  
(10marks)

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