



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING & LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING	
QUALIFICATION CODE: 07MARB	LEVEL & CREDITS: 6
COURSE CODE: SMK611S	COURSE NAME: SERVICES MARKETING
SESSION: JULY 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms. G. Karita (FT/PT) Mr. D Hlahla (DI)
MODERATOR:	Mr. E. Simataa

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper consists of SIX (6) questions2. Answer ALL questions3. Write as legible as possible, and as precise as possible4. Read each question carefully5. Allocate your time appropriately

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

QUESTION 1

Three levels of services are involved in any purchase. List the three (3) levels of services. (3 marks)

QUESTION 2

In relation to figure 1 below, answer the question that follows:

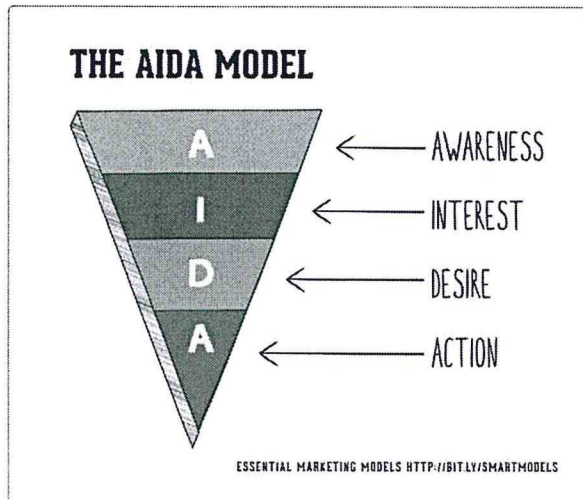


Figure 1: The AIDA Model

When designing promotional messages, marketers use the AIDA Model (Purchasing funnel) which identifies cognitive stages an individual goes through during the buying process for a good or services.

With practical examples, discuss each stage of the AIDA model and applying it to a customer wishing to purchase a flight ticket to the Bahamas to celebrate his/her graduation. (16 marks)

QUESTION 3

With relevant examples, list and discuss the four (4) methods used in evaluating the effectiveness of promotional campaign. (16 marks)

QUESTION 4

After-sales service plays a crucial role in ensuring the long-term credibility of a company and brand image. It includes a follow-up visit to customers, service guarantees, and any extra benefits and tangible products offered along with the main service. This is done to reinforce the image quality, strength and durability of the company's services.

With relevant examples, list ten (10) benefits or importance of after-sales-service to the marketer.

(20 marks)

QUESTION 5

With practical examples, discuss any five (5) characteristics of the tourism industry

(20 marks)

QUESTION 6

According to Total Quality Management Institute, the concept and vocabulary of quality is elusive. Different people interpret quality differently. Few can define quality in measurable terms that can be operationalised. When asked what differentiates their product or service, the banker will answer "service," health care worker will answer "quality health care," the hotel restaurant employee will answer "customer satisfaction," and the manufacturer will simply answer "quality product." When pressed to provide a specific definition and measurement, few can do so.

With practical examples, discuss the five (5) principal approaches to defining quality.

(25 marks)

END OF 2ND OPPORTUNITY QUESTION PAPER