



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING & LOGISTICS**

<b>QUALIFICATION: BACHELOR OF MARKETING</b>	
<b>QUALIFICATION CODE: 07MARB</b>	<b>LEVEL &amp; CREDITS: 6</b>
<b>COURSE CODE: SMK611S</b>	<b>COURSE NAME: SERVICES MARKETING</b>
<b>SESSION: JUNE 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Ms G Karita (FT/PT) Mr D Hlahla (DI)
<b>MODERATOR:</b>	Mr E Simataa

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper consists of <b>FIVE (5)</b> questions</li><li>2. Answer <b>ALL</b> questions</li><li>3. Use the table provided on <b>page [4]</b> to answer <b>Question 1</b>. Detach and insert into your answer booklet</li><li>4. Write as legible as possible, and as precise as possible</li><li>5. Read each question carefully</li><li>6. Allocate your time appropriately</li></ol>

**THIS QUESTION PAPER CONSISTS OF 4 PAGES (Including this front page)**

## QUESTION 1

### True or False Questions

Use the table provided on [page 4] to answer these questions, detach and insert it into your answer booklet. [2 x 15 = 30 marks]

1.1	One special characteristic of industrial services is that there are generally few buyers but bulk transactions. <b>TRUE/FALSE?</b>
1.2	Relatively inelastic supply of agricultural products means that agricultural products can be increased or decreased to meet demand at short notice. <b>TRUE/FALSE?</b>
1.3	As per the Servqual Model, reliability is the dimension that looks at staff competence, politeness, and security in a service transaction. <b>TRUE/FALSE?</b>
1.4	In defining quality, the transcendent view holds that quality 'lies in the eyes of the customer'. <b>TRUE/FALSE?</b>
1.5	It is generally accepted that the service economy includes the "soft parts" of the economy, consisting of industry supersectors such as: financial activities, leisure and hospitality, transportation and utilities, fishing, information and education & health. <b>TRUE/FALSE?</b>
1.6	Elements in the Communication Process include but are not limited to Encoding, Decoding & Feedback. <b>TRUE/FALSE?</b>
1.7	The predictive power when criticising the Servqual Model suggests that consumer purchase behaviour of the model is linked to service quality rather than customer satisfaction. <b>TRUE/FALSE?</b>
1.8	Efficient Quality procedures require an on-going research process that provides relevant data on a once off basis to managers, who use the data in decision making <b>TRUE/FALSE?</b>
1.9	Marketing communication is the specific mix of advertising, personal selling, sales promotion, public relations and direct Marketing a company uses to pursue its advertising and marketing objectives. <b>TRUE/FALSE?</b>
1.10	The push strategy in the flow of promotion refers mainly personal selling directed to intermediaries. <b>TRUE/FALSE?</b>
1.11	In the Services Quality Process Gap Model, the knowledge gap is one where the actual service delivered does not meet the customer specifications of the service. <b>TRUE/FALSE?</b>
1.12	As per the Servqual Model, assurance is the dimension that looks at the company's commitment to providing the services in a timely manner. <b>TRUE/FALSE?</b>
1.13	Components of a Service Quality Information System include reports on customer complaints & after-sales surveys. <b>TRUE/FALSE?</b>
1.14	Many critics argue that the five dimensions of quality used in the Servqual model are too broad <b>TRUE/FALSE?</b>
1.15	In defining quality, the product-based approach suggests that quality is rooted in the discretion of the manufacturer by conforming to certain procedures and specifications.

**QUESTION 2**

What is a service?

(1 marks)

**QUESTION 3**

With reference to the diagram below, answer the question that follows:

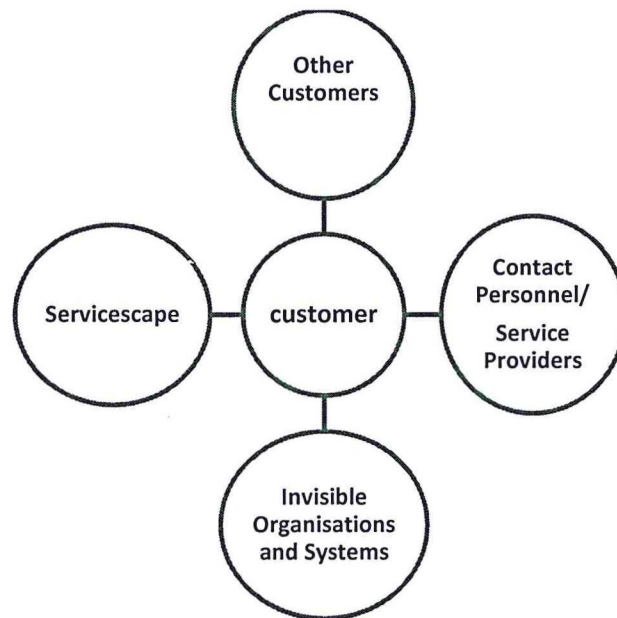


Figure 1: The Servuction Model

Source: Hoffman, K.D., & Bateson, (2006) *Services marketing concepts, strategies, and cases*, Third Edition, Mason Ohio: Thomson South-Western

It is a well-known fact that when a consumer purchases a service, he/she is in essence, purchasing an experience. By using the factors that are depicted in figure 1, discuss how these factors would influence the customer service experience and how marketing managers must manage them respectively to achieve their marketing objectives. You should be as practical as possible. (20 marks)

**QUESTION 4**

Before a customer makes a purchase, he or she first goes through a series of stages called "buyer readiness." With relevant examples, list and apply these stages to a customer wishing to purchase a digital marketing short course at the Namibia University of Science & Technology (NUST), through the Centre of Enterprise Development (CED) (24 marks)

**QUESTION 5**

With relevance to the services marketing mix and with practical examples, differentiate between physical goods marketing and services marketing. Apply your answer to the marketing of soft drinks vs that of air travel. Create a table to make this distinction clear. **(25 marks)**

**QUESTION 1: ANSWER SHEET**

**[2 x 15 = 30 marks]**

Detach and insert it into your answer booklet

	TRUE	FALSE
1.1		
1.2		
1.3		
1.4		
1.5		
1.6		
1.7		
1.8		
1.9		
1.10		
1.11		
1.12		
1.13		
1.14		
1.15		

Student number: \_\_\_\_\_

Study mode: \_\_\_\_\_

Lecturer name: \_\_\_\_\_

Signature: \_\_\_\_\_

**END OF 1<sup>ST</sup> OPPORTUNITY QUESTION PAPER**