NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF MARKETING & LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING	
QUALIFICATION CODE: 07MARB	LEVEL: 6
COURSE CODE: SMK611S	COURSE NAME: SERVICES MARKETING
SESSION: JUNE 2022	PAPER: (PAPER 1)
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	Mr. J. NDUNGAUA

INSTRUCTIONS	
	1. Answer ALL the questions and Number the answers clearly.
	2. This paper consists of two (2) sections (A & B).
	3. Use the tables provided on [page 7 & 8] to answer Section A, Question One (1) AND Question Two (2) respectively: Detach and insert it into your answer booklet.
	4. Write as legible and as precise as possible.

THIS QUESTION PAPER CONSISTS OF 8 PAGES (Including this front page)

SECTION A

Question 1

Multiple choice questions

Choose the correct answer and use the table provided on [page 7] to answer these questions, detach and insert it into your answer booklet. 1.5 marks will be awarded for each correct answer.

[20 x 1.5 = 30 Marks]

1.1) Which of the following is NOT a factor that influences predicted service?
A) explicit service promises
B) perceived service alternatives
C) past experience
D) implicit service promises
E) word-of-mouth communications

1.2) The number of competing alternative service providers available has the biggest influence on:
A) desired service.
B) perceived service roles.
C) ideal service
D) adequate service expectations.
E) derived expectations.

1.3) All of the following are part of the logic for the position that satisfaction assists consumers in revising service quality perceptions except:
A) Consumer perceptions of the service quality of a firm with which he or she has no prior experience is based on the consumer's expectations.
B) Subsequent encounters with the firm lead the consumer through the disconfirmation process and revised perceptions of service quality are formed
C) Once service quality perceptions are fixed, additional encounters with the firm have little bearing.
D) Revised service quality perceptions modify future consumer purchase intentions toward the firm.
E) The sum of a customer's satisfaction over time with a single firm equals the customer's service quality perception

1.4) The distance between a customer's expectations of a service and the perception of the service actually delivered is called the _____ gap.
A) service
B) knowledge
C) standards
D) delivery
E) communication

1.5) All of the following statements pertaining to the SERVQUAL scale are correct except:
A) when the gap score equals zero, the customer is satisfied.
B) the first section of questions asks respondents to record their experiences with excellent firms in the specific service industry.
C) SERVQUAL consists of five service quality dimensions.
D) SERVQUAL compares perceptions to what a customer should expect from a firm the delivers high-quality services.
E) SERVQUAL is a 44-item scale.

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1.6) The component of a firm's service quality information system that is used specifically to assess employee performance is:
A) of customer complaints.
B) focus group interviews.
C) surveys.
D) mystery shopping.
E) market service quality survey.

1.7) Ritz Carlton employees take initiative to spend up to $2,000 on recovery efforts. This is an example of which service recovery basic rule of thumb?
A) the costs.
B) encourage complaints.
C) employees
D) the front line.
E) respond quickly.

1.8) A firm's reaction to a customer complaint that results in customer satisfaction and goodwill is called
A) a recovery paradox.
B) service recovery.
C) incident.
D) moment of truth.
E) critical incident technique.

1.9) Dental customers _____ to avoid delays and ensure effective use of dental professionals' time.
A) sit quietly in the waiting room
B) commit positive word-of-mouth
C) should get to know hygienists
D) provide accurate histories
E) confirm and honor appointments

1.10) A buyer's perception of value is considered a trade-off between
A) Product value and psychic cost.
B) Total customer value and total customer cost
C) Image value and energy cost
D) Service value and monetary cost.
E) None of these

1.11) Services are characterized by all of the following characteristics except for
A) Intangibility.
B) Homogeneity
C) Perishability.
D) Inseparability
E.) None of these

1.12) Which of these statements can be considered as false.
A) Services cannot be touched or seen in the same manner as goods
B) Consumer judgments about services tend to be more subjective than objective
C) Customers involvement affects service quality
D) Services are first produced, then sold, then consumed.
E) All of these

1.13) Of the four unique service characteristics that distinguish goods from services, the one that is the primary source of the other three characteristics is:
A) Intangibility.
B) Inseparability.
C) Perishability.
D) Heterogeneity.
E) None of these

1.14) Which of the following statements pertain to inseparability is false?
A) As customer contact increases, the efficiency of the firm decreases.
B) Customers can affect the type of service desired
C) Customers can affect the length of the service transaction.
D) Customers can affect the cycle of demand
E) All of these

1.15) In addition to the traditional four Ps, the services marketing mix includes people, physical evidence, and:
A) Inseparability.
B) Planning
C) Production
D) Process
E) None of these

1.16) Distinct characteristic of services is_____
A) Intangibility
B) Inseparability
C) Variability
D) Perishability
E) All of these

1.17) The unique service characteristic that deals specifically with the inability to inventory services is
A) Inseparability
B) Intangibility
C) Homogeneity
D) Perishability
E) None of these

1.18) Which of the following strategies increases the supply of service available to consumers?
A) The use of creative pricing strategies
B) The use of reservation systems
C) Capacity sharing
D) Developing complementary services
E) None of these

1.19) Customer satisfaction can be defined by comparing
A) Predicted service and perceived service
B) Predicted service and desired service
C) Desired service and perceived service
D) Adequate service and perceived service
E) All of these

1.20) The _____ dimension is an assessment of the firm's consistency and dependability in service performance
A) Empathy.
B) Responsiveness.
C) Assurance.
D) Reliability.
E) None of these

Question Two
True or False Questions

Use the table provided on [page 8] to answer these questions, detach and insert it into your answer booklet. 1 mark will be awarded for each correct answer. **[20 x 1 = 20 Marks]**

2.1) The SERVQUAL dimension that measures consumer views of the firm's personnel and communications materials is the tangibles dimension.

2.2) Employees of excellent companies will be neat in appearance is a typical statement within the tangibles dimension of the SERVQUAL scale.

2.3) For B2B services, trade shows can be a way to create a need and engage customers' interest.

2.4) Airlines are considered a low-contact service when compared to auto repair

2.5) Thoughtful banks in the more developed countries place a telephone beside their ATMs so that customers can call a real person.

2.6) A dental hygienist confirming needs and setting appointment dates with patients is part of the service script for teeth cleaning.

2.7) The visible part of service operations system as well as the customer and other customers make up the service delivery system and not the Servicescape.

2.8) SERVQUAL measures service quality along the five dimensions of tangibles, reliability, responsiveness, service, and empathy.

2.9) If good service is predicted, the adequate level for that service will be lower.

2.10) Consumers will desire a particular level of service, but are willing to accept an adequate level of service and the gap between the two levels is called the zone of acceptance.

2.11) A service encounter is a period of time during which you, as a customer, interact with a service provider.

2.12) In high-contact services, it is important to make the experience appealing for customers both in terms of physical environment and their interaction with service personnel.

2.13) The backstage, or invisible components of the servuction system, are of great interest to customers.

2.14) Similarities exist in Financial Services Marketing and other specialist Services Marketing areas such as the nature of the marketing mix strategy, segmentation, targeting, positioning.

2.15) Financial services are generally tangible, and the service providers often go an extra mile in tangibilising their services extra.

2.16) Financial services are enduring in nature; for instance, a cheque would only be perishable after 3-6 months

2.17) High involvement purchases/Complex products means that customers will shop around for the best advice or the best offer and will generally take a long time to plan the purchase.

2.18) Tourism is one of the major industries in the world; in Namibia, it is the second fastest growing sector of the economy.

2.19) The number of beds in a hotel or seats on an airplane is fixed so it is not possible to meet sudden increase in demand.

2.20) An unused hotel bed or an empty airplane seat represents an immediate loss of the service as a means of earning profit.

SECTION B

[Total 50 Marks]

Question 3

Economies formerly based on an Industrial Market Model have evolved to a Market-Focused Model that requires a different way to manage employees. Compare and Contrast Five (5) differences between these two Models with applicable examples.

(10 marks)

Question 4

Since not one definition is the best; Five (5) different definitions of service quality has been proposed. These are the Transcendent approach, The Product-based approach, The User-based approach, The Manufacturing-based approach and Quality as value approach.

Discuss these Five (5) different approaches with applicable examples to show the criticisms or shortcomings of each. **(20 marks)**

Question 5

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, discuss Ten (10) benefits or importance of after-sales-service to the Services Marketing provider. **(20 marks)**

Total 100 marks - (END)

Question 1   **Total: 20 X 1.5 = 30 Marks]**

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Question 2   **[Total: 20 X 1 = 20 Marks]**

	True	False
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