



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

**DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : CMA402  
**COURSE TITLE** : SERVICES MARKETING  
**DURATION** : 3 Hours  
**DATE** : 1901 E  
P. C  
Email: ex

EZEKIEL GUTI U.  
EXAMINATIONS OFFICE  
13 AUG 2021  
BARRASSIE RD, BINTUZA  
O. BOX 353, MUTEMA  
examinfo@zegu.ac.zw

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

**QUESTION 1**

Discuss any 5 characteristics of services

(25 marks)

**QUESTION 2**

Identify the service product has four dimensions.

(25 marks)

**QUESTION 3**

Define the following as they are used in services marketing

a. Service blueprint

(5 marks)

b. Servicescape

(5 marks)

c. Perceived service

(5 marks)

d. Expected service

(5 marks)

e. The service continuum

(5 marks)

**QUESTION 4**

How would you reduce the knowledge gap on the service gap model?

(25 marks)

**QUESTION 5**

Evaluate the factors affecting service pricing policy.

(25 marks)

**End of paper**