



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA402
COURSE TITLE : MARKETING OF SERVICES
DURATION : 3 Hours
DATE : 28 May 2019

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

Evaluate the contribution of the Gap Model in measuring service quality. [25]

Question 2

- a) Define the term service blueprinting. [5]
- b) With the aid of a diagram illustrate and apply the concept of service blueprinting to a typical service firm of your choice. [20]

Question 3

- a) What are "*moments of truths*"? [5]
- b) Evaluate the importance of physical evidence in the marketing of services. [20]

Question 4

Every organisation is a service organisation. Discuss. [25]

Question 5

Evaluate demand and supply management strategies used in the marketing of services. [25]

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