

ZIMBABWE
UNIVERSITY



EZEKIEL GUTI

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA402
COURSE TITLE : MARKETING OF SERVICES
SPECIAL REQUIREMENTS : NONE
DURATION : 3 Hours
LEVEL : 4.1
DATE : 15 NOV 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 ONE

The service blueprint is a technique used for service design and innovation, but has also found applications in diagnosing problems with operational efficiency. Discuss [25 marks]

QUESTION TWO

Explain how managers of services organisations benefit from applying the yield management concept. [25 marks]

QUESTION THREE

Discuss the factors that affect the width of the zone of tolerance. [25 marks]

QUESTION FOUR

Explain why the pricing of services is more difficult than the pricing of physical goods. [25 marks]

QUESTION FIVE

Explain how customers typically respond to service failures. [25 marks]