



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

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

30 JUN 2022

INSTRUCTIONS TO CANDIDATES:

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

SECTION A. (ANSWER ALL QUESTIONS FROM THIS SECTION)

QUESTION ONE

In October 2002, readers of '*India Today*⁴,' a popular weekly magazine in India were surprised to receive a program guide of Discovery Channel (Discovery) along with the magazine. The program guide provided information on Discovery's programs for the coming quarter. Along with programming information, it provided a program summary. The program guide was in the form of booklet that could be pulled out from the magazine and retained by the consumer.

This move was aimed at familiarising Indian viewers with Discovery. According to channel sources, a market research survey revealed that while viewers loved to watch Discovery; they were not aware of its programs and their broadcast timings. Sanjay Raina (Raina), Associate Director, Marketing, said, "The booklet is laid out in an easy-to-use manner, so that consumers can plan their viewing on Discovery by flipping through its pages and locating the different time bands."⁵ Discovery also changed its programming content and announced a new programming strategy for its Indian viewers.

In early 2003, it announced a distribution tie-up with Sony Entertainment Television (SET) India Limited. Under this arrangement, Discovery would be made available by SET along with its other channels. According to channel sources, this would help Discovery increase its viewer base from 21 million homes to 29 million homes.

Though Discovery's changed programming strategy was successful (it increased its viewership from 13 million in 1999 to 21 million in 2001), analysts expressed doubts about the channel's continued viewership growth in India, as National Geographic Channel (NGC); (Refer Exhibit I), its competitor, had also changed its programming strategy to increase viewership. However, Discovery was confident about its performance in India and said that it did not regard NGC as its competitor, as the programming content of NGC was different from that of Discovery.

Required

- a) Examine the strategies employed by Discovery to increase its viewership. [15 marks]

- b) Explain the challenges assorted with the distribution of services unlike goods. [10 marks]

SECTION B (ANSWER 3 QUESTIONS FROM THIS SECTION)

QUESTION TWO

Discuss any 5 reasons why services are growing in importance in Zimbabwe. [25 marks]

QUESTION THREE

a. What are the marketing implications of the intangibility of services [10 marks]

b. Comment on the saying that 'services cannot be stockpiled'. [15 marks]

QUESTION FOUR

'The importance of physical evidence in marketing of services cannot be overemphasised'.
comment on this assertion. [25 marks]

QUESTION FIVE

Using suitable examples, discuss the importance of the gap model to a marketer. [25 marks]

END OF PAPER