



UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND
LEADERSHIP/ BACHELOR OF COMMERCE

MKT 400/ MKT 322: MARKETING OF SERVICES

DATE: 28TH JULY 2026

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

A CASE OF SERVICENET ONLINE

ServiceNet Online is a global digital marketplace that provides customers with access to books, educational materials, software, music, and other digital products through its website and mobile application. Since its establishment in 2010, the company has expanded rapidly and currently serves millions of customers across more than 150 countries.

The company differentiates itself through a highly interactive platform that allows customers to search products by category, title, author, keyword, or customer ratings. ServiceNet Online uses artificial intelligence to recommend products based on previous purchases, browsing history, and customer preferences. Customers can also read and submit reviews, compare products, and receive personalized offers. To ensure customer satisfaction, the company maintains efficient order-processing systems, reliable customer support, secure payment methods, and prompt delivery services.

Management recognizes that effective communication is critical in educating customers, creating awareness, persuading buyers, and building long-term relationships. Consequently, the company utilizes advertising, social media, email marketing, public relations, and customer service representatives to communicate with customers worldwide.

Required:

- a) Examine the extra three Ps involved in the marketing of services such as those offered by ServiceNet Online.

(9 Marks)

- b) From the case study, evaluate four key factors considered during environmental analysis in service provision.

(6

Marks)

- c) Assess three innovation strategies that can help a service organization reach a larger customer base.

(6 Marks)

- d) Evaluate four reasons for the growth of services as a sector

(4 Marks)

QUESTION TWO

- a) Examine six guidelines for advertising services within the communication mix.

(9 Marks)

- b) Differentiate between intangibility and inseparability as characteristics of services.

(6 Marks)

QUESTION THREE

- a) Evaluate four ways through which quality and performance of service personnel can be enhanced.

(8 Marks)

- b) Explain the five stages involved in the consumer buying process in the service industry.

(7 Marks)

QUESTION FOUR

- a) Examine five classifications of new services. **(7.5 Marks)**

- b) Argue five major components of external marketing in the service industry.

(7.5 Marks)

QUESTION FIVE

- a) Assess any four factors that influence consumer buying behaviour in the service sector. **(8 Marks)**
- b) Identify and discuss any four causes of service failure. **(7 Marks)**

QUESTION SIX

- a) Examine five roles performed by service employees. **(10 Marks)**
- b) Discuss two advantages of personal selling in the marketing of services. **(5 Marks)**