



**ZCAS University**

**BBA2301 SERVICES MARKETING**

**FINAL EXAMINATION**

**5 JUNE 2024**

**TIME: 12 30 HOURS**

**TIME ALLOWED : WRITING – THREE HOURS**

**READING – 5 MINUTES**

**INSTRUCTIONS:**

1. Section A: this question is **compulsory** and must be attempted.
2. Sections B: Answer **THREE (3)** questions from this section.
3. This examination paper carries a total of **100 marks**.
4. Candidates must **not turn this page** until the invigilator tells them to do so.

**SECTION A: Question 1 is compulsory and must be attempted**

**Question 1**

Many higher learning institutions in Zambia and elsewhere are fast adopting online methods of student enrolment and engagement as they minimize the traditional ways of engagement.

This calls for a consideration of merits and limitations of machine based services as contrasted to people based services

In learning contexts for instance, students can enrol online and delivery of lessons could be physical or virtual giving a lot of options to service providers and recipients.

You have been appointed as the marketing manager for a new online tutoring platform that offers machine-based tutoring services using AI and automated systems.

- a) How would you leverage the advantages of machine-based services while addressing their limitations to ensure customer satisfaction and retention? (20 marks)
- b) Outline a comprehensive marketing strategy that incorporates the 7Ps of the service marketing mix to effectively promote and deliver the tutoring services to a diverse customer base. (20 marks)

**(Total: 40 marks)**

**SECTION B: Attempt any THREE questions in this section**

**Question 2**

You are the marketing manager for a rapidly growing e-commerce company that relies heavily on customer service representatives to handle inquiries and support requests. However, the current recruitment and training processes are struggling to keep pace with the company's expansion, resulting in high turnover and declining customer satisfaction.

- a) How would you revamp the recruitment and training strategies to attract, select, and onboard the right service providers? (10 marks).
- b) Discuss the importance of identifying desired skills and qualities, implementing comprehensive training programs, and leveraging new technology to enhance service quality while addressing the challenges associated with rapid growth and employee turnover. (10 marks)

**(20 marks)**

**Question 3**

You are the marketing manager of a new startup company aiming to enter the competitive smartphone market. However, you lack extensive knowledge about consumer preferences, market trends, and competitor strategies.

Describe how you would conduct marketing research to gather essential insights and reduce the risk associated with launching a new product. (20 marks)

**(20 marks)**

**Question 4**

You are the marketing manager of a newly established online streaming service competing in a saturated market. Despite offering unique features and content, your service struggles to attract subscribers due to fierce competition and customer reluctance to switch from established platforms.

Describe how you would develop a pricing strategy using the Pricing Tripod framework to enhance the competitiveness and profitability of your streaming service. (20 marks)

**(20 marks)**

**Question 5**

Imagine you are a marketing manager for a boutique hotel located in a tourist destination known for its cultural heritage sites and natural attractions. The hotel aims to differentiate itself by providing personalized experiences tailored to each guest's preferences.

Describe how you would utilize the extended marketing mix elements to enhance the overall service experience for guests. (20 marks)

**(20 marks)**

**END OF EXAMINATION**

## MARKING KEY

Question 1	(40 marks)
Question 2	(20 marks)
Question 3	(20 marks)
Question 4	(20 marks)
Question 5	(20 marks)