



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

SERVICE MARKETING

HMKT 401

PART 4 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. With the aid of examples, assess any **five** characteristics of services that distinguish them from physical products. **(25 marks)**
2. Explore the **five** different ways of classifying services, with reference to any organisation of your choice. **(25 marks)**
3. Citing practical examples, examine any **five** components of the service marketing mix. **(25 marks)**
4. Analyse the scope of services in the Zimbabwean economy, with the aid of relevant examples. **(25 marks)**
5. Citing practical examples, assess how different service processes pose distinctive management challenges **(25 marks)**
6. With the aid of a diagram, examine the Gaps Model of Services Quality **(25 marks)**

END OF PAPER