



FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BBA

YEAR/SEM: YEAR 3/SEMESTER 2

COURSE CODE: MKT 3201

NAME: SERVICES MARKETING

DATE: 2025-04-14

TIME: 9:00AM-12:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A Section A is Compulsory

Question 1:

Case Study: Enhancing Service Marketing Strategy at "City Cleaners" Dry Cleaning Service

Company Background

City Cleaners is a well-established dry cleaning and laundry service based in a metropolitan area. The company has been in operation for 15 years, offering premium laundry services such as dry cleaning, stain removal, ironing, and garment alterations. City Cleaners prides itself on providing high-quality services, fast turnaround times, and superior customer care. The company has a loyal customer base that has grown over the years through word-of-mouth recommendations.

However, the dry cleaning industry has seen intense competition, with many new players entering the market, including online dry cleaning services that offer home pickup and delivery. City Cleaners has faced challenges in retaining and attracting new customers. The business has maintained the same service offerings and marketing strategies for several years, but now the management is looking to revamp its service marketing strategy to stay ahead of the competition.

Problem:

Although the company has a strong reputation, the competition is quickly catching up. Some of the newer competitors are offering convenience through technology, such as online booking platforms, home pick-up and delivery services, and discounts on first-time orders. City Cleaners' marketing is limited to local advertising, flyers, and posters. The company lacks an online presence and has no digital marketing strategy. Moreover, their customer loyalty programs are underutilized, and the brand lacks differentiation.

The company's management wants to explore how service marketing concepts can help improve sales, increase customer satisfaction, and enhance customer retention in this competitive environment.

Questions:

- a) What service marketing strategies can City Cleaners implement to differentiate itself from competitors and build a stronger brand identity? (10 Marks)**
- b) How can City Cleaners leverage digital marketing tools to reach new customers and increase its customer base? (10 Marks)**
 - c) What role can customer relationship management (CRM) play in improving customer loyalty and retention at City Cleaners? (10 Marks)**
 - d) How can City Cleaners adopt an innovative service delivery model (e.g., home pick-up and delivery) to stay competitive and cater to changing customer expectations? (10 Marks)**

Section B Answer any three Questions

Question 1:

Scenario: A retail company is expanding its services and wants to focus on creating a customer-centric culture across its stores to drive customer loyalty and enhance the shopping experience.

Question

What steps should the retail company take to foster a customer-centric culture? (20 marks)

Question 2:

A mid-tier hotel chain struggles with customer retention and personalization of services. Guests often feel that their needs are not anticipated, and loyalty rates are low. The hotel wants to implement a CRM strategy to enhance customer engagement.

Question

How can the hotel use CRM to improve customer retention and personalize service delivery? (20 marks)

Question 3:

Scenario: A traditional bank wants to improve its digital services to compete with fintech startups. The bank aims to enhance online banking features, improve customer experience, and introduce innovative digital solutions.

Question

What steps should the bank take to innovate its services and stay competitive in the digital age? (20 marks)

Question 4:

Scenario: A law firm has been facing complaints about the slow pace of case progress and lack of communication with clients. The firm aims to enhance its service quality to meet client expectations.

Question

What steps can the legal firm take to improve service quality and client satisfaction? (20 marks)

Question 5:

Scenario: A multinational airline has been receiving negative reviews regarding inconsistent service across its flight routes. The management wants to implement a customer experience management strategy to standardize service quality.

Question

What steps should the airline take to implement a successful customer experience management strategy? (20 marks)

Question 6:

Scenario: A telecommunications company is facing high customer churn. Complaints about poor customer service, unclear billing, and inconsistent internet speeds are increasing. The company wants to develop a more customer-centric approach to service delivery.

Question

What customer-centric strategies can the company implement to improve satisfaction and reduce churn? (20 marks)