



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
SCIENCE AND TECHNOLOGY DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

FOOD AND BEVERAGE MANAGEMENT

SUBJECT: Services Marketing

PAPER NO: 586/SO6

DURATION: 3 Hours

MARCH/APRIL 2014 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer only FIVE (5) questions.
2. Start every question on a fresh page.

This paper consists of 2 printed pages.

QUESTION 1

Some authorities differentiate between the internal, the micro and the macro-environment for marketing.

- a) Identify and explain at least three (3) factors found in each environment. (15 marks)
- b) Define the marketing environment and justify environmental scanning. (5 marks)

QUESTION 2

The services marketing triangle encompasses the three concepts of internal marketing (enabling promises) external marketing (setting promises) and interactive marketing (keeping promises). In relation to the food and beverage set-up, explain two of the components of the triangle. (20 marks)

QUESTION 3

Explain the following terms in relation to the concept of service quality:

- a) Reliability (4 marks)
- b) Responsiveness (4 marks)
- c) Assurance (4 marks)
- d) Empathy (4 marks)
- e) Tangibles (4 marks)

QUESTION 4

- a) Distinguish between marketing research and market research. (10 marks)
- b) Explain the concept of competitive advantage. (10 marks)

QUESTION 5

Citing the characteristics of services and goods, justify the adoption of different marketing strategies for goods and services. (20 marks)

QUESTION 6

With the aid of illustrations, explain the product life cycle (PLC) concept and briefly discuss its usability in marketing services. (20 marks)

QUESTION 7

The evolution of the marketing concept is a product of the search for efficiency and effectiveness in the marketing environment. Discuss. (20 marks)

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