



ZIMBABWE

MINISTRY OF HIGHER AND TERTIARY EDUCATION

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

FOOD AND BEVERAGE MANAGEMENT

SUBJECT: Services Marketing

PAPER NO: 586/S06

OCTOBER/NOVEMBER 2012 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Choose only five (5) questions.

This paper consists of 2 printed pages.

QUESTION 1

- a) Define market segmentation. (4 marks)
- b) Explain the basis for segmenting markets. (16 marks)

mass segmented
niche - customised segmentation!

QUESTION 2

Explain in detail the procedures you would follow in developing new services. (20 marks)

QUESTION 3

- a) Define marketing research (4 marks)
- b) Outline the steps in the marketing research process. (16 marks)

define a need
- describe - select data
evaluate) analyse
finding

QUESTION 4

Describe the consumer decision making process linking each step to the different buying situations. (20 marks)

develop an
identify an

QUESTION 5

Explain the following terms in relation to your understanding of services marketing

- a) Satisfaction (5 marks)
- b) Service quality (5 marks)
- c) Relationship marketing (5 marks)
- d) Customer perceived value (5 marks)

low price

QUESTION 6

Discuss the marketing implications of service characteristics and suggest means of overcoming these constraints. (20 marks)

demand
price
advertising - income

QUESTION 7

Discuss any four factors that can bring opportunities and threats to business organisations.

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