



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

MODULE: Services Marketing

**PAPER NO: 531/23/M02
531/15/S03**

DURATION: 3 hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. All questions carry equal marks.**
- 3. Start each question on a fresh page.**



QUESTION 1

Examine the four (4) service characteristics. (20 marks)

QUESTION 2

Analyse the three (3) buying situations faced by customers in the service industry. (20 marks)

QUESTION 3

Discuss any five (5) factors influencing customer perceptions. (20 marks)

QUESTION 4

Elaborate on five (5) implications of the gap model of service quality. (20 marks)

QUESTION 5

Analyse the four (4) bases of segmenting services. (20 marks)

QUESTION 6

Discuss any five (5) benefits of blue printing in service marketing. (20 marks)

QUESTION 7

Elaborate on five (5) benefits of branding service products. (20 marks)

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