

# **BINDURA UNIVERSITY OF SCIENCE EDUCATION**

## **FACULTY OF COMMERCE DEPARTMENT OF MARKETING**

NOV 2023

SERVICES MARKETING

BS425

TIME: 3 HOURS

### **INSTRUCTIONS TO CANDIDATES**

1. Answer Question One and any other three questions.
2. Question One carries 40 marks and the rest of the questions carry 20 marks each.
3. Start each question on a fresh page.
4. No Cell Phones are allowed in the Examination Room.

### **QUESTION ONE (compulsory)**

Jah Prayzah Opens Up On New Business Plans  
17 September 2021

By A Correspondent- Musician Jah Prayzah says he wants to invest in music advertisement.

The music sensation who this year released eight videos off his latest album Gwara, was ecstatic at the feat which he described as a milestone on Zimbabwean terms.

"In other countries like Nigeria who have huge populations of over 200 million, one million Facebook followers is nothing but in Zimbabwe with our population of less than 15 million, having one million followers who are all organic is huge!" said the dreadlocked musician.

He stressed that having organic followers on social media will give an artiste an idea on what direction to follow.

"This milestone means we now know where our people are and we no longer need to stick to the traditional advertising methods like posters and billboards.

"We can now directly talk to the people that love us through our social media pages like Facebook," he said.

Jah added that there are a number of advantages of using social media for artistes.

"What I love about social media is communication with the fans is instant and we get to view their feedback almost immediately. Dialogue is also possible because social media came and changed the game.

"We are happy with our followers not just on Facebook but other social media networks like Twitter and Instagram. We are also very happy with our YouTube numbers and subscribers," he said.

Jah even shared some tips for artistes on how to grow their following on social media.

"If you want followers, you have to entertain people. You cannot just start a page and expect it to grow when you are not posting anything to engage your audience. You have to put some effort. You have to feed your followers with regular content, be it a funny picture, a skit or video.

"That is the strategy we have used and it is working as shown by these one million followers. I do not take them for granted for they each took their time to click 'like' on my Facebook Page so I'm always thinking of ways to entertain them and make it worth their while," he said.

- (a) Evaluate the social media platforms that Jah Praisers entertainment has decided to use (20 marks).
- (b) Suggest and justify some the social media platforms that Jah Praisers entertainment can use other than the ones mentioned in the case study. (20 marks)

[40 marks]

## QUESTION TWO

An important distinction can be made between search, experience, and credence attributes. Describe clearly what these different attributes stand for. [25 Marks]

## QUESTION THREE

Discuss the constituent elements of the service triangle and describe how they relate to each other. [25 Marks]

## QUESTION FOUR

Compare and contrast the SERVQUAL and the SERVPERF measurement instruments. [25 Marks]

## QUESTION FIVE

Explain the marketing implications associated with each unique feature of services marketing. [25 Marks]

## QUESTION SIX

Using relevant examples, discuss the marketing strategies appropriate for each petal of the service flower. [25 Marks]