

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

SERVICES MARKETING

BS425

TIME: 3 HOURS

JUN 2023

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)

FASTJET PARTNERS WITH CHICKEN INN TO BRING CUSTOMER CONVENIENCE

We are pleased to share that Fastjet and Chicken Inn have come together to launch a new payment channel for our customers to pay for their fastjet flight bookings. Under the new initiative, customers will be able to secure a new flight booking and pay at any Chicken Inn restaurant in Zimbabwe.

Once a customer has secured a fastjet booking on our website at www.fastjet.com or via the call centre, they may select the **Pay Later** booking option. The booking will be held for a prescribed period as specified on the booking confirmation receipt. The customer's next step to finalise the payment due is to present the booking reference number, as recorded on the fastjet booking confirmation receipt, at any Chicken Inn restaurant in Zimbabwe. This new payment offer will allow the customer to make the payment to the cashier at their convenience and leisure.

This partnership brings added flexibility for all customers that may choose to pay at any of Chicken Inn's seventy-two (72) outlets in Zimbabwe and speaks to the airline's tagline "**fastjetForEveryone**".

The new payment channel comes at a time when the airline has been working on new and innovative ways to simplify the flight booking and payment journey for all customers.

To secure a new booking with the lowest fares all of which include free baggage allowance visit our website at www.fastjet.com.

- (a) Explain the benefits that are likely to accrue as a result of the partnership between Fastjet and Chicken Inn (10 marks).
- (b) Explain the challenges that the partnership explained in the case above is likely to encounter (10 marks).

[40 marks]

QUESTION TWO

A service blueprint is a flowchart that isolates potential fail points in a service process. Discuss.
[25 Marks]

QUESTION THREE

Explain the services characteristics and discuss the marketing challenges associated with each characteristic.
[25 Marks]

QUESTION FOUR

Using an organization of your own choice as an example, explain how the zone of tolerance works.
[25 Marks]

QUESTION FIVE

Distinguish between facilitating and enhancing services.
[25 Marks]

QUESTION SIX

Explain the different components of a service triangle and how each contribute to effective service delivery.
[25 Marks]