



Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

TUESDAY, AUGUST 16, 2005. TIME: 9.30 am - 12.30 pm

Please attempt **FOUR** questions, Question 1 in Section A and **THREE** questions from Section B.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark **QUESTION 1** and the next **THREE** questions in your Answer Book).

SECTION A carries 40% of the marks.

SECTION B carries 60% of the marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish and international examples of marketing practice)

SECTION A (40%)

1. Discuss to what extent the principles of marketing traditionally applied to the goods sector, are appropriate for the services sector. Illustrate your discussion with examples from both the goods and services sector.

SECTION B (60%)

2. Discuss the sources of customer expectations of service including those that are controllable and uncontrollable by marketers.
3. Physical evidence is an important factor involved in Provider Gap 2. Explain, using examples, how an effective physical evidence strategy can help to close this provider gap.
4. Illustrate the importance of customers in the successful delivery of services, using examples from your own experience.

P.T.O.

5. Evaluate the extent to which the intangibility of a service influences the communication methods used by a service organisation.
6. Discuss the use of service blueprinting as a tool to address the challenges of designing and specifying intangible service processes.