



Graduateship in Marketing - Stage 4

SERVICES MARKETING

TUESDAY, 22nd AUGUST 2000. 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.

SECTION A (40%)

1. Demonstrate how the key differences between goods and services present the service manager with a number of challenges in devising a marketing strategy, including the complex problem of how to deliver quality service consistently.

SECTION B (60%)

2. Customer expectations are influenced by a range of controllable and uncontrollable factors. Examine these factors and in each case give some examples of how service marketers can influence them.
3. Evaluate the appropriateness of research techniques used in services marketing research.
4. *“Service leaders are pivotal if organisations are to deliver excellent service to customers.”*
Zeithaml and Bitner.
Discuss fully.

P.T.O.

5. Explain the critical importance of service employees in creating customer satisfaction and service quality. How can service employees be motivated and empowered to deliver customer-oriented promises successfully?
6. Explain how, in capacity constrained industries, fluctuating demand for services can play havoc with the efficient use of productive assets. Discuss how the service manager could address these problems.