



## Graduateship in Marketing - Stage 4

### SERVICES MARKETING

**TUESDAY, 2<sup>nd</sup> MAY 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. Zeithaml and Bitner present the services marketing triangle and the services marketing mix as models or frameworks for addressing the challenges inherent in services. Critically evaluate the usefulness of these frameworks to assess and guide the strategies of service organisations.

#### **SECTION B (60%)**

2. Explain fully how services' unique characteristics lead to differences in consumer evaluation processes for goods and services in all stages of the buying process.
3. From the customer's point of view the most vivid impression of service occurs in the service encounter, or 'moment of truth.'  
Do you agree?  
Justify your position fully.
4. Evaluate specific strategies and tactics used by service firms to build relationships and tie customers closer to the firm.

**P.T.O.**

5. *“Because they participate, customers are indispensable to the production process of service organisations, and they can actually control or contribute to their own satisfaction.”*  
Zeithaml and Bitner.  
Discuss.
6. Describe how service customers define value and discuss pricing strategies in the context of value.