



## Graduateship in Marketing - Stage 4

### SERVICES MARKETING MANAGEMENT

TUESDAY, AUGUST 21, 2001. 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. Critically assess the usefulness of the services marketing triangle and the services marketing mix as models or frameworks for addressing the challenges inherent in services.

#### SECTION B (60% )

2. Evaluate service guarantees as a foundation for service recovery.
3. Describe how relationship marketing is different from the traditional emphasis in marketing.
4. *“Customer-defined standards are operations standards set to correspond to customer expectations and priorities rather than to company concerns such as productivity and efficiency.”*  
Zeithaml and Bitner.  
Critically evaluate this statement.
5. Discuss the role of integrated services marketing communications in minimising discrepancies between service delivery and external communications.
6. Examine the main issues concerning the design and implementation of global service marketing strategies.