



## Graduateship in Marketing - Stage 4

### SERVICES MARKETING MANAGEMENT

TUESDAY, MAY 8, 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 claim that marketing services is different from marketing products, partly because services are not the same as products and partly because the issues addressed by services marketing professionals encompass the entire firm.

#### SECTION B (60%)

2. Discuss how customers perceive services both in terms of the quality of the service and how satisfied they are overall with their experiences.
3. *“To fully understand and retain their customers, firms must understand what customers expect when service failures occur, and implement effective strategies for service recovery.”*  
Zeithaml and Bitner.  
Elaborate.
4. Critically explain the importance of physical evidence for communicating service quality attributes, setting customer expectations and creating the service experience.

**P.T.O.**

5. Describe the benefits and challenges of delivering service through intermediaries. Your answer should also make reference to strategies that could be used by service principals to improve the management of intermediaries.
6. Evaluate the balanced performance scorecard approach to measuring all aspects of a company's performance.