



## Graduateship in Marketing - Stage 4

### SERVICES MARKETING MANAGEMENT

**TUESDAY, AUGUST 20, 2002. 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. You have been invited to submit a paper for a marketing conference, supporting the notion that the marketing of services is sufficiently different from the marketing of physical products as to require special consideration within the marketing literature. Draft the paper.

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

2. Discuss the three pricing structures typically used to set prices for services.
3. Outline the service recovery strategies proposed by Zeithaml and Bitner. (15%)  
Describe an instance where you experienced (as a customer or an employee) an effective service recovery. (5%)
4. Experts agree that while some aspects of advertising are the same for goods and services, the special characteristics of services require additional strategies to make advertising of services more effective. Outline what you believe to be the most important of these strategies.

**P.T.O.**

5. Elaborate on the steps in the new-service development process.
6. List and define the five dimensions of service quality. (15%)  
Describe the service provided by a firm with which you do business, on each of the five dimensions. (5%)