



Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

TUESDAY, MAY 7, 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. *“Services are different from goods, and managing a service business is different from managing in the manufacturing sector – not unique but different.”* (Zeithaml & Bitner)
Discuss.

SECTION B (60%)

2. In Chapter 2 of the text the authors contend that *“one of the major differences between goods and services is that a greater portion of the evaluation of services succeeds purchase and consumption than is the case with goods.”*
 - (a) Discuss the adaptation of the basic consumer decision-making process proposed in support of this statement. (15%)
 - (b) What are the **practical** implications for services marketers of the elements of post purchase evaluation proposed by Zeithaml and Bitner? (5%)

P.T.O.

3. Discuss **three** major ways that service prices differ from goods prices for customers.
4. (a) Describe the issues faced by service marketers in managing the environmental dimensions of the Servicescape.

(b) Propose strategies for dealing with these issues in the Irish hotel industry.
5. Elaborate on the challenges inherent in boundary spanning roles. (15%)
Illustrate your answer with examples based on your experience either as a front line employee or as a customer. (5%)
6. What are the key reasons why service communication problems occur? (15%)

Suggest a strategy to overcome **one** of these problems in a service organisation of your choice. (5%)