



Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

TUESDAY, AUGUST 19, 2003. 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 asked to submit an article to Marketing News debating the issue of exceeding customer expectations.
You may either be *FOR* establishing a company goal of exceeding customer expectations or *AGAINST* establishing such a goal.
Illustrate your answer with practical examples demonstrating the challenges, benefits, potential outcomes, etc. of your stance.

SECTION B (60%)

2. Compare and contrast the theoretical and practical differences in the marketing of any one of the following pairs of companies:
 - Bank of Ireland vs. Guinness
 - Jurys Doyle Hotels vs. Ford
 - Ryanair vs Persil
3. Discuss **two** sources of desired service expectations. What does a services marketer do if customer expectations are unrealistic?

P.T.O.

4. Describe the **four** levels of retention strategies, and give examples of each type. Think of a service organisation to which you are loyal and describe the reason(s) you are loyal in terms of the different levels.
5. Illustrate the critical importance of service employees in creating customer satisfaction and service quality.
6. Discuss the management of Internal Marketing Communication in service firms.