



## Graduateship in Marketing - Stage 4

### SERVICES MARKETING MANAGEMENT

**TUESDAY, MAY 6, 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. Your manager has returned from a conference at which the Integrated Gap Model of Service Quality was mentioned. Your company is in the process of designing a major marketing research project. The purpose of the project is to inform management thinking prior to formulating and implementing large scale changes with a view to improving service. Knowing that you are studying Services Marketing she asked you to prepare a short briefing paper on the subject. In particular you were asked to include the following:
  - (a) A diagrammatic representation of the model (10%)
  - (b) An explanation of each of the five pivotal gaps in delivering and marketing services and their practical implications for your company. (15%)
  - (c) A recommendation as to which gap the company might attempt to start with and why. (15%)

You should use examples from your own job or choose an industry sector to illustrate your paper.

**P.T.O.**

## SECTION B (60%)

2. A good services marketing research programme includes multiple types of research studies. Imagine you are in charge of an international call centre and wish to carry out marketing research to discover how customers view the service provided by the company. Your budget allows you to use three different marketing research approaches. Discuss which **three** you would use, the objectives for each element and why you have chosen these particular elements.
3. Describe and give an example of how servicescapes play **each** of the following roles: package, facilitator, socializer, and differentiator.
4. What are the benefits gained by companies and challenges that face distributing services through electronic channels such as the Internet? Compare how these issues differ for a retail outlet, e.g. Superquinn and an airline, e.g. Ryanair.
5. Discuss the extent to which the intangibility of a service influences the promotional methods used by a service organisation.
6. Bowen and Lawler define empowerment as the practice of “sharing information, rewards, knowledge and power with frontline employees so that they can better respond to customer needs and expectations”. Discuss (a) the benefits and costs of empowerment and (b) whether empowerment is always the best approach for effective customer service.