



Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

TUESDAY, AUGUST 17, 2004. 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. Discuss the use of the Gaps Model of Service Quality as a tool in managing a service organisation.

SECTION B (60%)

2. Discuss the differences in evaluation processes which consumers undertake between goods and services as proposed by Zeithaml and Bitner.
3. What is customer satisfaction, and why is it so important?
Discuss the specific factors influencing customer satisfaction.
4. Outline the various qualitative and quantitative techniques available when designing an effective marketing research programme for services.

P.T.O.

5. Discuss the use of service blueprinting in designing service processes. Choose a service that you are familiar with and create a simple blueprint for it, highlighting the various blueprint components.

6. Provider Gap 4 illustrates the differences between service delivery and the service provider's external communication. Outline the reasons why this gap would exist. Which of these reasons is the hardest to address, and why? Illustrate your answer with relevant examples.