Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

TUESDAY, MAY 4, 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. (a) Prepare a memo for senior management in a service organisation on the unique problems associated with implementing the marketing strategy of a market-oriented service firm.

    (b) Choose a service company with which you are familiar and show how each element of the services marketing mix is applied.

SECTION B (60%)

2. The service encounter usually involves customers as active participants in the production process. To what extent is it desirable, or possible for a service provider to 'train' customers to be efficient co-producers of a service? Discuss using examples from services with which you are familiar.

3. Describe the difference between desired service and adequate service? Why is it important for a services marketer to understand both types of service expectations?

P.T.O.

4. Both parties, organization and customer, can benefit from customer retention. Outline these benefits giving examples from your own experience as a consumer.

5. Which INTERNAL gaps are part of the gaps model of service quality? Analyse the factors that give rise to the existence of these internal gaps.

6. Role conflicts and role ambiguity of service employees and customers affect service quality. What is meant by role conflict and role ambiguity? How can service organizations reduce the impact of these concepts on service quality?