



Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

TUESDAY, MAY 10, 2005. 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. Kotler (2004) states “Southwest Airlines positions itself as a no-frills, short haul airline charging very low fares. Ritz Carlton Hotels positions itself as offering a memorable experience that enlivens the senses, instils well-being, and fulfils even the unexpressed wishes and needs of their guests.” This suggests that even within services different service providers will require different marketing approaches. Discuss the different use of the various elements of the service marketing mix by companies with *different positioning strategies* such as Southwest Airlines and Ritz Carlton Hotels. You may use examples of other companies with which you are more familiar.

SECTION B (60%)

2. Zeithaml and Bitner propose that a lack of understanding of the way customers assess and choose services in different categories of consumer behaviour leads to a customer gap that must be closed by service marketers. Discuss these categories of consumer behaviour illustrating your answer with relevant examples.

P.T.O.

3. Describe the four basic human resource strategy themes and why each plays an important role in building a customer-oriented organisation.
4. Discuss the specific ways in which the distribution of services differs from the distribution of goods.
5. Discuss the company-controlled factors essential in designing and implementing an integrated communications strategy.
6. If you were the manager of a service organisation and wanted to apply the gaps model to improve service, which gap would you start with? Why?