



Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

TUESDAY, AUGUST 15, 2006. 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. The editor of Marketing News has invited you to contribute an article supporting the notion that the marketing of services is sufficiently different from the marketing of physical products to require special consideration within the marketing literature. Draft this article.

SECTION B (60%)

2. What is the difference between desired service and adequate service? Why would a services marketer need to understand both types of service expectation?
3. Discuss the importance of recovery from service failures for keeping customers and building loyalty.
4. Explain why the servicescape affects customer and employee behaviour, using a framework based in marketing, organisational behaviour, and environmental psychology.

P.T.O.

5. Elaborate on the challenges inherent in boundary-spanning roles. Illustrate your answer with examples based on your experience **either** as a front line employee **or** as a customer.
6. Present ways to integrate marketing communications in services organisations.