



Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

TUESDAY, MAY 16, 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. One of the underlying frameworks for the study of Services Marketing is the Services Marketing Mix.

Discuss:

- (a) The reasons for including the **three** additional elements to the traditional marketing mix.
- (b) How might **each** of these additional elements communicate with or help to satisfy an organisation's customers?

SECTION B (60%)

2. Post-purchase and post-experience evaluations are typically most important in predicting subsequent consumer behaviours and repurchase, particularly for services.
Why are consumer experiences so important in the evaluation process for services?
3. Describe the various switching barriers discussed by Zeithaml *et al.* Discuss some strategies a service provider might implement to reduce switching barriers.

P.T.O.

4. How might a service blueprint be used for marketing, human resource, and operations decisions?
Focus on (a) one of the blueprint examples studied in the text **or** (b) an example based on your own experience.
5. Describe **two strategies** for balancing supply and demand. Illustrate each with a specific example.
6. Discuss the key reasons for service communication challenges.