



## Graduateship in Marketing - Stage 4

### SERVICES MARKETING MANAGEMENT

**TUESDAY, AUGUST 14, 2007. 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 or international examples of marketing practice)**

#### **SECTION A (40%)**

1. Explain the need for special services marketing concepts and practices and why the need has developed.

#### **SECTION B (60%)**

2. Explain the courses of action open to a dissatisfied customer. Think about the last time you experienced a less than satisfactory service and describe the course of action taken.
3. Imagine you are in charge of an international call centre serving telephone banking customers. You wish to carry out marketing research to discover how customers view the service provided by the company. Your budget allows you to use two different approaches. Discuss which approaches you would use, the objectives for each element and why you have chosen these particular elements.

**P.T.O.**

4. Demonstrate the importance of creating a service culture in which providing excellent service to both internal and external customers is a management strategy.
5. Outline the strategies that are used to manage service delivery through intermediaries.
6. Zeithaml and Bitner (2006) propose that a more complex type of integrated marketing communication is needed for services than for goods. Discuss why this may be the case and outline the approaches for integrating services marketing communication proposed by the authors.