



## Graduateship in Marketing - Stage 4

### SERVICES MARKETING MANAGEMENT

**TUESDAY, MAY 1, 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. Compare and contrast the theoretical and practical differences in the marketing of any **one** of the following pairs of companies:
  - RABOBANK vs Bank of Ireland
  - Ryanair vs Kelloggs
  - Bewley Hotels vs Persil

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

2. Zeithaml and Bitner (2006) describe elements of consumer behaviour that are relevant to understanding service experiences and how customers evaluate them. With the use of relevant examples demonstrate how the creation and management of the customer experience is an essential management task in service organisations.
3. Many researchers discuss the benefits of long-term customer relationships. Discuss scenarios in which the firm might actually consider ending the relationship and how that might occur.

**P.T.O.**

4. Explain the impact of physical evidence on customer perceptions and experiences.
5. Discuss the variety of roles that service customers play.
6. Discrepancies between service delivery and external communications have a strong effect on customer perceptions. Discuss the need for integrated services marketing communications to minimise these discrepancies.