



Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

TUESDAY, AUGUST 12, 2008. 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. Providing services is a people business, therefore, the interaction between the customer and the service provider is crucial in the service encounter. Discuss the relative roles of customers and employees in effective service delivery.

SECTION B (60%)

2. Outline the various qualitative and quantitative techniques available when designing an effective marketing research programme for services.
3. Present the use of service blueprinting in designing service processes. Choose a service that you are familiar with and create a simple blueprint for it, highlighting the various blueprint components.
4. What is customer satisfaction, and why is it so important? Explain the specific factors influencing customer satisfaction.

P.T.O.

5. Discuss **three** major ways that service prices differ from goods prices for customers.
6. Outline the strategies that are used to manage service delivery through intermediaries.