

UNIVERSITY OF BRADFORD

SERVICES MARKETING

MAN4069M

01 July 2013

09:15 – 10:15 hours

This is an **OPEN BOOK** examination

CASE LV= Achieving business turn-around through employee engagement

In answering the question candidates should demonstrate their understanding of service marketing principles explored during the course and cited in the course text.

Candidates are permitted to bring lecture notes and cases into the examination and any preparatory analysis of the case.

No personal notes or prepared papers may form part of the script submitted

Question

Critically discuss the strategy used by Liverpool Victoria (LV) to turn-around its failing business from 2006 to 2012.

Use the Service Profit Chain to illustrate your answer.

(100%)