

UNIVERSITY OF BRADFORD

MSc INTERNATIONALSERVICES MARKETING

MAN4150M

10 May 2013

16:00 – 17:00 hours

This is an **OPEN BOOK CASE STUDY** examination

CASE: First National Real Estate: The Real Estate Conundrum, Where Should Services Marketing effort be applied (ECCH No. 504-098-1)

Answer **BOTH** questions

In answering the questions 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

Answer **BOTH** questions

1. Analyse the company's approach of sending 'First National's Home Sellers Guide' to the households in New Zealand in 2003 and determine why it did not perform as well as expected.

(50% of marks)

2. Use the Services Marketing mix to outline an appropriate services marketing programme for the First National marketing cooperative in New Zealand.

(50% of marks)