UNIVERSITY OF BRADFORD

MSc INTERNATIONALSERVICES MARKETING

MAN4150M

9th May 2014   16:00 – 18:00 hours

This is a **CLOSED BOOK CASE STUDY** examination

CASE: Federal Express: The Money Back Guarantee (A)

Part A: Answer **ALL** questions
Part B: Answer **TWO** 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 should read the attached case study carefully.

Candidates are not permitted to bring any documents into the exam and will be provided with a fresh copy of the case study with the examination paper.

Part A: Answer **ALL** questions (40%)

1. Using the three dimensions of fairness, suggested by Tax and Brown (1998), critically evaluate the effectiveness of FE's Two Money-Back Guarantees programme used in its service recovery process to Professor Cooper's situation.

(20 marks)

2. In line with your answer to question 1, discuss what the staff could have done to improve the service recovery for Professor Cooper.

(20 marks)

Part B: Answer **TWO** out of the four questions below (60%)

1. Explain the three main approaches to services pricing and discuss how they can be integrated to arrive at a good pricing point for a particular service. Use examples to support your answer.

(30 marks)

2. Explain the Servicescape model introduced by Bitner(1992) and discuss its implications for creating a service environment. Use examples to support your answer.

(30 marks)

3. Discuss how customer's expectations are formed and explain the difference between desired service and adequate service with reference to a service experience you have had recently.

(30 *marks)*

4. Explain and discuss the service quality gap model (Zeithamal et al, 1985). Use a company you are familiar with to illustrate ONE service quality gap. Identify the possible underlying causes for this gap and provide suggestions for closing the identified quality gap.

(30 marks)