



Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

MONDAY, MAY 18, 2009. 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. The gap model suggests that the provider gaps need to be closed. Describe these provider gaps and the key factors that lead to these gaps occurring.

SECTION B (60%)

2. Explain strategies for involving service customers effectively in order to increase both quality and productivity.
3. Discuss the challenges inherent in service design.
4. Why might both qualitative and quantitative research methods be needed in a services marketing research programme?
5. Describe the factors that influence customer expectations of service.
6. Illustrate differences in types of servicescapes, the roles played by the servicescape, and the implications for an organisation's strategy.