

CORK INSTITUTE OF TECHNOLOGY
INSTITIÚID TEICNEOLAÍOCHTA CHORCAÍ

Autumn Examinations 2008/09

Module Title: Managing Services Marketing 2

Module Code: MRKT 7004

School: Business Studies

Programme Title: Bachelor of Business in Marketing - Award

Programme Code: BMKTG_7_Y3

External Examiner(s): Dr. Declan Fleming

Internal Examiner(s): Ms. Maria Benson

Instructions: Answer Question ONE and any TWO other questions

Duration: 2 Hours

Sitting: Autumn 2009

Requirements for this examination:

Note to Candidates: Please check the Programme Title and the Module Title to ensure that you have received the correct examination paper.
If in doubt please contact an Invigilator.

Q1. (a) Evaluate different ways a service operation can attempt to measure/monitor service quality. (20 Marks)

OR

(b) Using a service company's loyalty scheme of your choice, critically assess its overall value to the company in developing a profitable business. (20 Marks)

OR

(c) "*The price charged to a customer for a service is only one of several costs of service incurred by customers*" (Lovelock). Discuss this statement using examples to clarify your answer. (20 Marks)

Q2. (a) How can recovery from a service failure be a blessing in disguise? (8 Marks)

(b) Discuss the combination of strategies for service recovery put forward by Zeithaml and Bitner. (32 Marks)

Q3. Use the service gap model to diagnose quality problems for a service firm. Discuss strategies you would use to close these gaps. (40 Marks)

Q4. Explain the concept of Franchising and outline the benefits and drawbacks to service businesses that are deciding whether to pursue a franchise or not. (40 Marks)

Q5. (a) Describe briefly the different types of guarantees a service organisation could use. (20 Marks)

(b) What are the benefits to a company of an effective service guarantee? (20 Marks)