

OLLSCOIL NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY.

SEMESTER 2 EXAMINATION 2000/2001

MASTERS IN BUSINESS STUDIES DEGREE EXAMINATION

SERVICES MARKETING
[MK 515]

Professor James Lynch;
Dr. Aidan Daly.

Time allowed: **two and a half** hours.
Non-English Speaking Students: three hours.

Please answer **Question 1 [Obligatory]**
and **three** other questions.

1. Obligatory
Assess fully the claim that services marketing is different to traditional product marketing.
[28%]
2. Analyse the opportunities for and challenges of promoting services.
[24%]
3. Examine the contention that aspects of dramaturgy may be used by marketers to better manage service delivery.
[24%]
4. Discuss Bateson's view that the servuction system is an operations nightmare.
[24%]
5. Assess the concept of consent, empowerment and enfranchisement in relation to people management.
[24%]
6. Examine three growth strategies service firms may implement.
[24%]
7. Discuss the importance and role of leadership in service businesses.
[24%]