

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

SEMESTER 1 EXAMINATION 2002/2003

B.COMM. DEGREE EXAMINATION

SERVICES MARKETING
[MK 308]

Professor Roger Mason;
Dr. Aidan Daly.

Time allowed:
B.Comm. students: **two** hours.

Please answer **three** questions.

All questions carry equal marks.

1. Do you agree with Bateson that the servuction model has profound implications for marketing services? Argue your case fully.
2. What is meant by, and how applicable is, dramaturgy in service businesses?
3. Zeithaml & Bitner identifies thirteen elements in an effective marketing research programme for services. Describe **three** of them, showing their particular suitability for services.
4. Discuss the opportunities for, and challenges of, promoting services.
5. Discuss any **two** of the following:
 - (a) the significance of Chase's classification of services into high contact and low contact services;
 - (b) the zone for tolerance for customers expectations;
 - (c) the notion of the part-time marketer;
 - (d) the significance of managing demand and capacity in services.
6. Examine the arguments for and against the empowerment of service staff.