

GX 1923

Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway.

SEMESTER 1 EXAMINATION, 2003/2004

Exam Code(s): **3BC1, 4BC2, 4BC3, 4BC4, 4BC5, 10A, 1EM.**
Exam(s): **Third Year B.Comm. Degree.**

Mode Code(s): **MK 308**
Module(s): **SERVICES MARKETING**

Paper No.: **1.**
Repeat Paper: _____ Special Paper: _____

External Examiner(s): **Professor Roger Mason**
Internal Examiner(s): **Dr. Aidan Daly**

Instructions: Please answer three questions.
All questions carry equal marks.

Duration: **Two hours.**
No. of Answer Books:

Requirements:

Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

No. of Pages: **Two including cover page.**
Department(s): **Marketing**

MK 308 SERVICES MARKETING

1. Assess the challenges of internationalising service businesses.
2. Fisk, Grove and John suggest that the Services Marketing Mix, the Services Theatre Model and the Servuction Model, are three frameworks that provide an understanding of the service experience. Examine one of these models, explaining how it achieves what the authors' claim.
3. Discuss the challenges of promoting services. Assess two methods recommended by either George & Berry or Legg & Baker, to meet these challenges.
4. Examine three ways in which the consumer evaluation process differs between consumer goods and services.
5. Discuss fully any two gaps in the Gaps Model of Service Quality.
6. It is agreed that in people processing services, managing service employees and customers are critical aspects of interactive marketing. From the readings you have consulted, examine three issues either about managing service employees or customers.