

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

SEMESTER 2 EXAMINATION, 2004/2005

Exam Code(s): **1AB1**
Exam(s): **Masters in Business Studies Degree**

Mode Code(s): **MK 515**
Module(s): **SERVICES MARKETING**

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

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

Instructions: **Question 1 is Obligatory.**
Please answer **three** other questions.

Duration: **Two and a half hours.**
No. of Answer Books:

Requirements: **1**

Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

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

SERVICES MARKETING [MK 515]

OBLIGATORY QUESTION

1. Assess the contention that the marketing of services is different and organisationally more pervasive than marketing physical products. [28%]

Please answer three other questions.

2. There are a range of techniques useful in presenting service operations processes in a pictorial manner. Describe three such processes supporting your answer with examples of how these techniques are used. [24%]
3. Examine the issues of conflict, control and empowerment in relation to people management. [24%]
4. Examine two areas that international marketing needs to develop to be relevant for marketing services internationally. [24%]
5. Analyse the view that the service system is a promotion person's dream, presenting countless promotion opportunities. [24%]
6. If you were a manager of a people processing service organisation and wanted to apply the gaps model (servqual) in the business, which gap would you start with? In what order of gaps would you continue? Explain your reasoning fully. [24%]