

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

SEMESTER 2 EXAMINATION 1998/'99

B.COMM. DEGREE
& ERASMUS (VISITING) STUDENTS EXAMINATION

SEMINAR IN MARKETING ISSUES
[MK 307]

Professor James Lynch;
Dr. Aidan Daly;
Dr. Christine T. Domegan;
Mr. Declan Doyle;
Mr. Declan Fleming;
Ms. Ann Torres.

Time allowed: **two** hours.

Please answer **three** questions.

All questions carry equal marks.

1. "Service quality is an elusive concept". Discuss.

Or

A frequent claim in the services marketing literature is that services marketing is different to physical product marketing. What is your view? Argue your case fully.

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2. Discuss the elements which are fundamental to environmental (i.e. green) marketing theory and the challenges that arise in practice. In presenting your answer, use either "Recylights" or the "Re-pack" scheme, as an example to illustrate your discussion.
3. Compare and contrast transactional marketing and relationship marketing. Explain the driving focus behind such marketing practices.
4. Discuss fully the role of marketing in retail strategy.
5. Describe the concept of Cause Related Marketing using examples from the course material or from your own experience.