

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

SEMESTER 1 EXAMINATION 1999/00
(REPEAT EXAMINATION)

MASTERS IN BUSINESS ADMINISTRATION DEGREE EXAMINATION

SERVICES MARKETING

Professor James Lynch;
Dr. Aidan Daly.

Time allowed: **two** hours.

Please answer **three** questions.

All questions carry equal marks.

1. Shostack in "Breaking Free From Product Marketing" argues that marketers, being trained in product marketing, go down precisely the wrong path when promoting services by describing services in abstract terms. Critically assess her arguments.
2. Describe what are termed the prerequisites for manufacturing efficiency and why it is difficult to incorporate these prerequisites into a servuction system.
3. Discuss fully how dramaturgy may help better manage the service encounter.

Or

Describe fully the Gaps Model of Service Quality.

./...

Contd./...2

4. Assess the issues of control and conflict for employees in service businesses.
5. Analyse fully two growth strategies suitable for service firms.

Or

Discuss the arguments for and against discretion and empowerment in services businesses.