

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

SEMESTER 2 EXAMINATION 1999/00

MASTERS IN BUSINESS ADMINISTRATION EXAMINATION

SERVICES MARKETING
[MK 513]

Professor James Lynch;
Dr. Christine Domegan;
Mr. Declan Doyle.

Time allowed: **three** 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. "Delivering quality service means conforming to customer expectations on a consistent basis". (Lewis and Booms, 1983)
Discuss this statement based on your understanding of the PZB study.
3. Gummesson, in introducing his paper, asks whether relationship marketing can add to marketing wisdom. Discuss whether relationship marketing represents a paradigmatic shift in marketing or just another faddish technique.
4. Assess the appropriateness of the employee empowerment model versus the traditional management control model as applied in the service sector.
5. Heskett introduces a number of conceptual frameworks for integrating elements of marketing, operations and human resource management. Elaborate on your understanding of these frameworks and their holistic view of business.