

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

SEMESTER 2 EXAMINATION 1999/00

MASTERS IN BUSINESS STUDIES DEGREE EXAMINATION

SERVICES MARKETING

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

Time allowed: **two & a half** hours.
Non-English Speaking Students: two & a half hours.

Please answer **three** questions.

All questions carry equal marks.

1. According to Parasuraman, Zeithaml and Berry, "Quality is an elusive and indistinct construct". What is your view? Justify your position fully.
2. Explain the critical importance of service employees in creating customer satisfaction and service quality. How can service employees be motivated and enabled to successfully deliver customer oriented promises?
3. Several marketing scholars have acknowledged the 'drama-related' dimensions associated with services marketing. Clearly demonstrate how the drama metaphor framework can be utilised to enhance the understanding and control of services marketing and management.
4. Discuss the underlying issues of managing supply and demand in capacity constrained industries and suggest approaches a service firm can employ to solve the complex problems of balancing supply and demand.

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5. "The assumptions are that the dimensions of the servicescape will impact customers and employees and they will behave in certain ways depending on their internal reactions to the servicescape".

Explain fully what Zeithaml and Bitner mean by this statement.

6. Critically evaluate the usefulness of services blueprinting in new-service design and service improvement.

Or

"As more and more firms offer services in foreign markets and as international trade in services increases, important questions are being raised concerning the design and implementation of global services marketing strategies". [Lovelock & Yip]. Discuss fully.