

SERVICE AND RELATIONSHIP MARKETING

Written examination

17.12.2013

4 hours

Develop well-organised answers to **two** questions. In Part I, choose **one** of the questions listed. In Part II, you formulate a question of your own and answer it. You may write in English **or** in Swedish. – Prepare your answer in a well-structured way. Well-structured answers are appreciated. When appropriate, include figures and examples.

Part One

Answer **one** of the following questions:

1. Describe and discuss the *service profit logic*. In your discussion, especially cover the issues why the service profit logic differs from the traditional *product profit logic*, and what the implications of the service profit logic are for marketing, quality and productivity management.
2. Mistakes and service failures sometimes happen, and in such situations firms may get a second chance to provide good service quality. This takes proper service recovery. Why is service recovery such an important issue? Discuss the differing aspects of failure situations that have to be attended to and what a successful service recovery strategy should include, and also timing strategies for the recovery.
3. In the course literature the following definition of relationship brand is offered: *A brand is created in continuously developing brand relationships where the customer forms a differentiating image of a physical good, a service or a solution including goods, services, information and other elements, based on all kinds of brand contacts that the customer is exposed to.* Describe and discuss the branding process in detail, based on this definition.
4. In his book *Total Relationship Marketing* Gummeson concludes that “the 4Ps are neither Ps, nor 4 anymore”. Based on Gummeson’s, please reflect on the transition of the Ps in the model and of the 4Ps towards a relationship oriented network model for business and marketing.

As an alternative you can also discuss Gummeson’s 11th R.

Part Two

Formulate a question of your own to answer. The question should cover a topic relevant to the overall theme of the course, probably but not necessarily from the course literature (books) that has been announced for the exam, or from the readings material. Answer this question with an essay-type discussion. Please observe that if you can make references also to other books in the course literature or to the readings material and to case examples, the quality of your answer most often is improved. If the question is taken from an article in the readings material, in your answer extensive reference must also be made to appropriate parts of the course books.

Your answer to the question of your choice should include *two parts*:

See next page!

1. A short discussion of the relevance of the question as a topic from the field of service and relationship marketing.
2. An extensive discussion of the topic covered by the question.