

SERVICE AND RELATIONSHIP MARKETING

Written examination, 4 hours

16.12.2014

40 points maximum, 20 points required to pass the exam.

Answer two questions. In Part I, choose one of the questions listed. In Part II, formulate a question of your own and answer it. You may write in English or Swedish, write with readable hand writing. Prepare a well-structured answer and refer to different aspects of the literature. Although no exact references are needed, please make sure that you at least describe the source. When appropriate, include figures and examples. If you like, use subtitles and underline words to illustrate the main ideas. Well-organized and motivated answers will be graded better than wordy ones. GOOD LUCK!

Part One (20p)

Answer **one** of the following questions:

1. Today value-in-use rather than value-in-exchange is considered the more important value concept for firms taking a service approach. What exactly is value-in-use, how does it differ from value-in-exchange, and why does this value concept better than the value-in-exchange concept fit 1) an understanding of a service logic and 2) the development of a relationship oriented-marketing approach?
2. Mistakes and service failure sometimes happen, and in such situations firms may get a second chance to provide good service. This requires 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 successful service recovery strategy should include, and also timing strategies for the recovery.
3. Several times throughout the course we discussed the role of employees as part-time marketers. The issue of internal marketing is relevant in several contexts and it is a prerequisite for external and interactive marketing. Discuss the requirements of employees and the service-oriented organization in general for successful internal marketing and reflect on the challenges of taking such an approach.

Part Two (20p)

Formulate and answer a question of your own. This question cannot be the same as one of the alternatives in Part 1. The question should cover a topic relevant to the overall theme of the course, probably (but not necessarily) from the course book, or from the reading material. Answer this question with an essay-type discussion. Please observe that if you can make references also to a broad set of sources in the course literature 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 book. Please note that originality in the question is emphasized.

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

1. A motivation of the relevance of the question from the field of service and relationship marketing
2. Extensive discussion of the topic covered by the question

