

SERVICE MANAGEMENT AND MARKETING

Examination

14.2.2004

Intermediate exam part: If you have not passed this part of the exam, or if you want to improve your points, answer one of the two questions as well as one question which you formulate yourself.

Final: exam part: Answer one of the two questions as well as one question which you formulate yourself.

Please write well-structured and well-developed answers. However, do not be unnecessarily wordy. – Good luck!

Intermediate exam

Part I. Answer one of the following questions:

1. What is meant by service productivity? Discuss how and why, as compared to a traditional productivity model from manufacturing, productivity in services has to be understood and conceptualised in a different way.
2. In his model of how to develop a sustainable business success in service companies Berry includes the role of branding. Discuss the role of branding in service firms.

Part II. Formulate a question of your own. The question should be chosen according to the examination rules previously distributed to student. The answer should include two parts:

- a. A short discussion of the relevance of the question as a topic from the field of service management and marketing
- b. An extensive discussion of this topic

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Final exam

Part I. Answer one of the following questions:

3. Discuss Normann's perspective on the dynamics of service management and the role of vicious and virtuous circles on various levels.
4. What is a service culture? Why is it important that such a culture exists in a service business? Discuss what it takes to establish a service culture. How are the concepts of internal marketing and service culture interrelated.

Part II. Formulate a question of your own. The question should be chosen according to the examination rules previously distributed to student. The answer should include two parts:

- a. A short discussion of the relevance of the question as a topic from the field of service management and marketing
- b. An extensive discussion of this topic

This time there is no need to answer the free-choice question on a separate paper.