

SERVICE MANAGEMENT AND MARKETING

Written examination

14.1.2006

5 hours

Develop well-organised answers to three questions. In Part I choose two of the three questions listed. In Part II you formulate a question of your own and answer it. Well-structured answers will be graded better than wordy ones. You may write in English or Swedish.

Part One

Answer two of the following three questions:

1. Because so many aspects of what the organisation does in services is seen and perceived by the customers, marketing communication is a complicated issue. Discuss the *total integrated marketing communication approach* and especially how different sources of communication messages influences customers in different timeframes and what other audiences than customers there are and how these are influenced by communication activities.
2. Berry discusses the roles of value-driven leaders in service firms. Why is value-driven leadership important and which are the roles of a value-driven leader?
3. The relationship between how revenues and costs are influenced (i.e., management of the profit function) is argued to be a key discriminating aspect of service management. Discuss the differences in this respect between a service organisation and goods-based organisation (i.e., compare a service management and a traditional management view) **and** how this difference has an impact on how productivity should be understood and managed in service firms as compared to a traditional productivity concept.

Part Two

Formulate a question of your own to answer. The question should cover a topic 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*:

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