

Written examination

28.10.2006

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. In traditional productivity models from product manufacturing measurement on the cost side are used only, and the level of demand is not that central to productivity.
Why is it like that?
In services, productivity is a much more complicated concept. What should be included in a service productivity model?
It is also claimed the service productivity is a learning issue. Why and in which way is learning an aspect of service productivity?
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. What influences the brand? In order to develop a successful service brand what should the firm do?
3. What is a service logic in business? Which principles for service management follow from adopting a service logic?

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.