

SERVICE MARKETING (2386)

Written examination 04.01.2010

Examiner: Kristina Heinonen

Duration: 4 hours

Help aids: ---

Answer all questions, each question preferably on a separate paper. Write concisely and structure your answer by defining concepts with starting point in the literature. Your answer must show knowledge of relevant course literature. Critical analysis and reflections are expected. Many questions do not have a right or wrong answer. Credit will be given for answers that demonstrate synthesis of material from course book, classroom discussions and other readings with concrete examples and your own opinions.

50 points maximum, 25 points required to pass the exam

1. Define briefly the following concepts (5x3p)

- 8 { 2 a. adequate service
1/2 b. customer delight
1 c. service encounter
1/2 d. technical quality
e. service paradox
- 4 p
- 15 p

15 2. Describe the concept of empowerment and discuss why it can play an important role in building a customer-oriented service organization. Using a hypothetical company of your own choice as a basis, discuss three potential benefits to the company for empowering employees. Similarly, discuss three potential drawbacks of such empowerment. (20p)

3. Several times throughout the course we discussed the customer's role in the delivery of services like that delivered at a university. (15p)

- 8 { 2 4 (a) By using relevant theory, define and describe "service" in the context of university education.
1 4 (b) By using the gaps model of service quality as frame of reference, discuss differences between customer and provider perceptions and expectations of a university education.
2 4 (c) Illustrate your understanding of the idea of the "co-creation" of the service delivery process by describing students' (customers') role in the delivery of a university course.
2 3 (d) Describe at least three problems that can result when the customer does not do his/her job sufficiently in this context. Also discuss the implications of the examples.

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