

SERVICE MARKETING 2011 (Course Code 2386)

Examiner: Johanna Gummerus

Examination Date: 15.10.2011

Duration: 4 hours

No books or papers may be taken into the examination room. You may take this examination paper with you when you leave the examination room.

READ THIS FIRST:

Your answers will be graded for structure and clarity of presentation, in addition to in-depth knowledge of the literature, and analytical approach. Make sure the handwriting is legible (=If I can't read it with ease, I will not be able to grade it). Illustrate your answers with figures and examples, when appropriate (remember: Services). A 20p questions usually requires about 3-4 pages of really good text, while a 10p question may require about 2 pages. For 5p questions, the length is indicated separately.

You need to show that you have read either the course book or an equivalent book and the articles (that are applicable to the question). Lecture notes can also be used, but not as the sole source.

1. Define briefly (one-two sentences) the following concepts (5 points, à 1 point). Report also the source of your definition (course book/guest lecture-name/article):
 - a) Service quality
 - b) Zone of tolerance
 - c) Servicescape
 - d) Service encounter
 - e) Customer value
2. Discuss the difference between quality, value and satisfaction (5 points) and when do you think a firm should measure each. Approximately 1 page of text. Notice – include also the source that you refer to in your exam answer (not page, but main source).
3. Answer ONE of the below questions (10 points) – choose the one you are more familiar with. Use all relevant course literature in your answer. Report the source(s) you are using.
 - a. What is Internal Marketing, and how can it be employed. Give practical examples.
OR
 - b. What is Service Recovery, how can it be achieved and what are its benefits.
4. Throughout the course we have discussed the GAPS Model of Service Quality. Describe what is meant by a customer gap and provide a hypothetical example to illustrate your point. Discuss also how the customer gap relates to the four provider gaps, and what a firm can do to diminish the customer gap. (20 points)

GOOD LUCK!