

## **SERVICE MARKETING 2012 (course code 2386)**

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Examiner: Catharina von Koskull

Examination date: 26.10.2012

Duration: 4 hours

No books or papers may be taken into the examination room.

### **READ THIS FIRST**

For a good result, you need to have more than superficial knowledge of the literature. In addition, you need to structure your answers well and your handwriting must be readable (=if I can't read it with ease, I will not grade it or the grade will be lowered).

You need to show that you have read and understood the course literature. This means that just being able to list concepts is not enough, you need to open them up, define them, discuss them, relate them to relevant practical examples. Lecture notes and ppt slides can also be used, but NEVER as the only source.

A 30p question usually requires about 5 pages of really good text, while a 10p question may require about 2-3 pages. It also depends on your handwriting (small/large text). Please keep track of time so that you have enough time to answer all the questions. Please note that the questions contain several sub-questions, all of which have to be answered in order to pass. You cannot squeeze all the literature into one answer and you have to make a choice on what to include. Notice - include also the source that you refer to in your exam (not page, but main source).

- 1. Discuss the difference between customer perceived service quality and customer satisfaction. What are the antecedents to and consequences of each concept? (10p)**
- 2. Discuss 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 service provider can do to minimise each gap. (30p)**

Good Luck!