

SERVICE MARKETING 2013 (course code 2386)

Examiner: Catharina von Koskull

Examination date: 25.10.2013

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 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 the 3 questions. Please note that the questions contain several sub-questions, all of which have to be answered in order to pass.

COMPULSORY QUESTIONS, YOU NEED TO ANSWER QUESTIONS 1 & 2

1. Define, i.e. describe each concept (10p)
 - a. Word-of-mouth communication
 - b. Service recovery
 - c. Customer loyalty
 - d. Physical evidence
 - e. Customer co-production

2. Discuss the difference between customer perceived service quality and customer satisfaction. What are the antecedents to and consequences of each concept? (10p)

CHOOSE ONE OF THESE QUESTIONS, YOU NEED TO ANSWER 3 OR 4 (NOT BOTH)

3. Explain relationship marketing, its goals, and the benefits of long-term relationships for firms and customers. (10p)

OR:

4. Describe and discuss servicescape. What is it? Why should the service provider care about the servicescape, that is, what are the strategic roles of the servicescape? How does the servicescape affect the customer internally, provide examples from your own or others' experiences. (10p)

Good Luck!