

Examiner: Jacob Mickelsson

Examination date: 5.12.2015

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

### **ABOUT THE EXAM**

For a good result, you need to have more than superficial knowledge of the literature. You also need to structure your answers well, and your handwriting must be readable.

You need to show that you have read and understood the course literature. Being able to list concepts is not enough; you need to open them up, define them, discuss them, and relate them to relevant practical examples. Lecture notes and ppt. slides can also be used, but not as the only source.

A 10p question may require an answer of 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.

### **MANDATORY QUESTIONS (ANSWER BOTH QUESTIONS 1 AND 2)**

1. Define, i.e. describe each concept in a few sentences (10p)
  - a. Physical evidence
  - b. Moment of truth
  - c. Disconfirmation paradigm
  - d. Servicescape
  - e. Services as drama
  
2. Describe the gaps in the GAPS model of service quality, i.e. the provider gaps and how they relate to the customer gap. In addition, provide a hypothetical example of one of the provider gaps, and what the provider could do about it. (10p)

CHOOSE ONE OF THESE QUESTIONS (EITHER QUESTION 3 OR 4, NOT BOTH)

3. Discuss customer expectations of service. What different types of expectations are there? What are the sources of customer expectations, and what factors can influence them? Provide examples from your own experience or give hypothetical ones. (10p)

OR:

4. Explain relationship marketing, its goals, and the benefits of long-term relationships for firms and customers. Provide examples from your own experience or give hypothetical ones. (10p)

Good Luck!

Sources of cust. expect.

=> friends, acquaintances, experiences,  
media, reviews, company's promises

rel.  
assurance  
empathy  
tangibles  
responsiveness  
↑  
Information  
about  
-sup to  
call