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UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 2000 Level

Second Semester End (Repeat-Old Syllabus) Examination - March 2022

MKT 2252: Services Marketing

Duration : Three hours

The Question Paper contains 03 questions.

Answer Any Four (04) Questions

Question 01

- a) Clarify the differences among the four broad categories of services, provide examples for each, and explain the service management challenges related to each of the four categories.

(10 Marks)

- a) Explain the three-stage model of service consumption.
Marks)

(07.5

(Total 17.5 Marks)

Question 02

- b) Using appropriate models, explain why designing an effective servicescape must be done holistically and from the customer's perspective.

(10 Marks)

- c) Explain the key areas in which service employees need training.
Marks)

(07.5

(Total 17.5 Marks)

Question 03

- a) Why is capacity management particularly important for service firms? (10 Marks)
- b) What is revenue management? How does it work? (07.5 Marks)

(Total 17.5 Marks)

Question 04

- a) What are the different options for service delivery? What factors do service firms need to consider when using each of these options? (10 Marks)
- d) Describe search, experience, and credence attributes of a service, and give examples of each. (07.5 Marks)

(Total 17.5 Marks)

Question 05

- a) List the different types of jaycustomers and explain how can a service firm deal with them. (10 Marks)
- e) What are the implications of considering customers as partial employees? (07.5 Marks)

(Total 17.5 Marks)

Question 06

- a) Briefly explain the components of the services marketing mix (the 8Ps). (10 Marks)
- f) Why is time so important in services? (07.5 Marks)

(Total 17.5 Marks)