



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 03
No. of Questions: 06
Total Marks :70

036

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

2000 LEVEL SECOND SEMESTER END EXAMINATION - FEB/MAR 2023

Three Hours

MKT 22513 - Services Marketing

Academic Year 2021/2022

Instructions

- ➔ Answer five (05) questions including question 01.

01. Read the case study and answer the following questions.

Mr. Charith is just after his Advanced level examination and decides to join their family business until he receives his results. Their family business is branded as "The Crab", a seafood restaurant situated in the Mirissa area.

In the past, "The Crab" was a well-reputed restaurant among local as well as foreign customers. However, at present customers are not attracted to this restaurant. Even though the restaurant is situated on the beach side, the restaurant atmosphere is not well designed and attractive. Moreover, employees of the restaurant are following very traditional methods of working and they are not responsive. The customers' impression towards "the Crab" was not good due to those reasons. In addition to that, some of the customers have complained that the restaurant staff takes too much time to offer the meals.

Now, Mr. Charith wants to attract more customers to the restaurant as earlier. For that, Mr. Charith tries to change the menu of the restaurant including new food items, and also, started promoting the restaurant through social media. However, he did not realize the importance of employees, the atmosphere, and the process of the restaurant in delivering a quality service to the customers.

- a. With examples, discuss the importance of the additional 3ps (people, physical evidence and process) of the extended marketing mix to provide a quality customer experience by "the Crab".

(9 Marks)

b. Briefly explain how “the Crab” can use higher level bonds to encourage customer loyalty.
(6 Marks)

c. Describe how the “the flower of service model” can be strategically used to enhance the service product of “the Crab” with relevant examples.
(10 Marks)

d. Briefly explain five (05) types of risks that a customer needs to bear in receiving the restaurant service.
(5 Marks)

(Total 30 Marks)

02. a. What is meant by a “Jay Customer”? Describe two (02) types of jay customers.
(5 Marks)

b. When deciding the location of a service facility, marketers have to pay attention to both strategic and tactical location considerations. Explain five (05) such strategic location considerations with examples.
(5 Marks)

(Total 10 Marks)

03. a. “In service organizations marketing, operations and human resources are closely linked than in manufacturing organizations”. Discuss the validity of the above statement.
(5 Marks)

b. Discuss the ethical concerns in service pricing.

(5 Marks)

(Total 10 Marks)

04. a. Discuss the main purposes of the service environment.

(5 Marks)

b. Explain search, experience, and credence attributes of service by providing examples for each attribute.

(5 Marks)

(Total 10 Marks)

05. a. Briefly explain five (05) strategies that can be used to adjust capacity to match the demand.

(5 Marks)

b. Discuss how marketing communication help customers to evaluate service offerings. Use appropriate examples to support your answer.

(5 Marks)

(Total 10 Marks)

06. Write short notes on the following.

a. SERVQUAL model

b. Theater as a metaphor for service delivery

(5 Marks Each: Total 10 Marks)
