



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No of Pages : 03
No of Questions: 07
Total Marks :70

MKT 2252 – Services Marketing

BACHELOR OF BUSINESS ADMINISTRATION DEGREE 2000 LEVEL

SECOND SEMESTER END EXAMINATION -JUNE/JULY 2015

Three Hours

Instructions

- ➡ Answer only five (05) questions

01.

- I. "A service is rented rather than owned." Describe services using the non-ownership of services framework.

(04 marks)

- II. Explain the elements of the *servuction system* and how they differ for high-contact and low-contact services.

(05 marks)

- III. Discuss the components of customer expectations using an adequate example.

(05 marks)

(Total Marks 14)

02.

- I. How can services be distributed? Giving examples on each, describe the three main modes through which the services can be distributed.

(04 marks)

- II. Explain the role of services marketing communications.

(05 marks)

- III. Due to most of the services are intangible, it creates four problems for marketers seeking to promote/communicate its attributes. Discuss those of the problems and communication strategies to overcome them.

(05 marks)

(Total Marks 14)

03.

- I. Explain why the pricing of services is more difficult compared to the pricing of goods?
(04 marks)
 - II. Describe how to determine your pricing strategy using the *pricing tripod* approach to service pricing.
(05 marks)
 - III. What do you mean by *non-physical fences*? Discuss with examples.
(05 marks)
- (Total Marks 14)

04.

- I. "Service process redesign revitalizes processes that have become outdated". What are the main types of service process redesign?
(06 marks)
 - II. Develop a *blueprint* for a service of your choice and explain briefly.
(08 marks)
- (Total Marks 14)

05.

- I. Not all queuing systems are organized on a "first come, first served" basis. Rather, good systems often segment waiting customers by using different approaches. In other words, firms design queuing strategies that set different priorities for different types of customers. Explain with examples, the basis through which the allocation to separate queuing areas can be done.
(06 marks)
 - II. Firms take actions to adjust demand to more closely match capacity. Explain the approaches to manage the demand.
(08 marks)
- (Total Marks 14)

06.

- I. In a Service organization, employees are crucially important. Explain briefly.
(04 marks)
 - II. Boundary spanners often have conflicting roles due to the position they occupy. Discuss this statement.
(05 marks)
 - III. Briefly explain the *cycle of failure*.
(05 marks)
- (Total Marks 14)

07.

I. Why is productivity more difficult to measure in service firms than in manufacturing firms?
(04 marks)

II. Explain customer- driven approaches to improve productivity.
(04 marks)

III. By using an example, explain the *gaps model*.
(06 marks)

(Total Marks 14)
