



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme

Examination (February/March 2021)

Academic Year 2020/2021

MKT 2252: Services Marketing

Duration: Three hours

The Question Paper contains 09 questions.

Answer Any Five Questions

1. a. What is so distinctive about services marketing that it requires a special approach, set of concepts, and body of knowledge?
b. Why do marketing, operations, and human resources must be more closely linked in services than in manufacturing? Explain the answer with examples.
(07 Marks Each: Total 14 Marks)
2. 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.
b. Explain the three-stage model of service consumption.
(07 Marks Each: Total 14 Marks)
3. a. Discuss the strategic and tactical considerations related to the locational decisions of service distribution.
b. "Services marketers increasingly use franchising as a strategy of service distribution." Discuss the reasons for using the franchising and factors affecting the success of the franchising.
(07 Marks Each: Total 14 Marks)

4. a. Why is the cost charged by the firm only one, and often not the most important component of the total cost to the consumer?

b. What is revenue management, and how does it work?

(07 Marks Each: Total 14 Marks)

5. a. What are the different types of jaycustomers and how can a service firm deal with the behaviour of such customers?

b. What are the implications of considering customers as partial employees?

(07 Marks Each: Total 14 Marks)

6. a. Why is capacity management particularly significant for service firms?

b. What are the underlying causes cyclical and random variations of demand for services?

(07 Marks Each: Total 14 Marks)

7. a. Discuss the core purposes of the service environment.

b. Use Russell's Model of Affect to explain how people respond to the service environment.

(07 Marks Each: Total 14 Marks)

8. a. Why are service employees so important to customers and the firm's competitive positioning?

b. Discuss the main causes of role stress in frontline employees.

(07 Marks Each: Total 14 Marks)

9. Write short notes on any two of the followings.

a. The Flower of Service

b. Service Process Redesign

c. Cycle of Success

d. Service Quality Dimensions

(07 Marks Each: Total 14 Marks)
