

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
SERVICES MARKETING – CBU 4105**

**FINAL EXAMINATION – JANUARY 2008
TIME ALLOWED 3 HOURS 30 MINUTES**

INSTRUCTIONS TO CANDIDATES

- *Answer Section A and any three questions from Section B.*
- *Questions may be answered in any order.*
- *As much as possible, use relevant examples.*

**Section A
(Compulsory)**

Question 1

Case Study: Singapore Airlines

Requirements:

- (a) Conduct a SWOT Analysis of Singapore Airlines. **[20]**
- (b) Singapore Airlines is successful because of its customer service culture. What evidence is there to support this assertion? **[10]**
- (c) What other marketing strategies could be used by the airline to remain competitive? **[10]**

SECTION B

*Answer any **three** questions from this Section*

Question 2

The fact that services are perishable makes it challenging to manage demand and supply. Discuss the various services marketing strategies that can be used. **[20 marks]**

Question 3

- (a) What do you understand by service recovery? **[5 marks]**
- (b) Discuss the guidelines that may be used in an effective service recovery process. **[15 marks]**

Question 4

Services require an operating and a delivery system in order to function properly. Discuss the various elements that a Services Marketing Manager may use. **[20 marks]**

Question 5

The Gaps Model of service quality by the PZB team provides an insight into the major problems that cause poor service quality. Discuss this statement, using examples to support your answer. **[20 marks]**

Question 6

Critically evaluate the merits and demerits of internal marketing in service organizations. **[20 marks]**

Question 7

A services marketer has various pricing strategies at her/his disposal. Discuss fully. **[20 marks]**