

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
FEBRUARY 2010 EXAMINATIONS
SERVICES MARKETING CBU 4105
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **four** questions.

INFORMATION TO CANDIDATES

- i) All questions carry **25** marks.
- ii) Questions can be answered in any order.
- iii) Credit will be given to the use of appropriate examples.
- iv) This paper contains **Seven** questions.

QUESTION 1

In spite of the service firm's best intentions to deliver excellent services, services do fail at one time or another. Discuss the effective service recovery strategies that you, as a service manager, would put together to service recover. **[25 Marks]**

QUESTION 2

Critically examine the view that the Gaps Model of service quality provides a useful framework for understanding and correcting poor service quality. **[25 Marks]**

QUESTION 3

Explain why it is important for service firms to manage demand and supply. **[25 Marks]**

QUESTION 4

- a) What do you understand by service blueprinting? **[10 Marks]**
- b) Using a named organization of your choice, do a comprehensive blueprint on it. **[15 Marks]**

QUESTION 5

In today's competitive environment it is essential that service organizations build lasting relationships with their customers. Discuss. **[25 Marks]**

QUESTION 6

Evaluate the view that the servicescapes framework helps organizations manage the physical evidence. **[25 Marks]**

QUESTION 7

Discuss the various services classification systems. **[25 Marks]**

END OF EXAMINATION