

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF SCIENCE IN MARKETING

RETAIL AND SERVICES MARKETING – CBU 5207

FINAL EXAMINATION – DECEMBER 2012

TIME ALLOWED: 3 HOURS 30 MINUTES

INSTRUCTION TO CANDIDATES

Answer question **one** and any **three** questions from section B.

INFORMATION TO CANDIDATES

- (i) Section A carries **40** marks.
 - (ii) All questions in Section B carry **20** marks each.
 - (iii) Questions can be answered in any order.
 - (iv) Credit will be given for the use of appropriate examples.
 - (v) This paper contains **seven** questions.
-

SECTION A

QUESTION 1

CASE STUDY - CREATING SUCCESS THROUGH RELATIONSHIP MARKETING AT BRITISH AIRWAYS.

Source: PAYNE ET AL (1999) RELATIONSHIP MARKETING STRATEGY AND IMPLEMENTATION. BUTTERWORTH pp454 -500

REQUIRED:-

(a) Conduct a SWOT analysis of British Airways. **[20 Marks]**

(b) What services strategies is British Airways using to remain competitive? **[20 Marks]**

SECTION B

QUESTION 2

Questions regarding the management of quality are informed by an appreciation of three conceptual issues concerning the management of organizational culture. Discuss these perspectives and show how these have implications for the management of quality. **[20 Marks]**

QUESTION 3

'Service intangibility and perishability make it challenging to manage demand and supply.' Analyse this statement. **[20 Marks]**

QUESTION 4

Using a service quality model of your choice, discuss how a service organization might improve the quality of its service offer. **[20 Marks]**

QUESTION 5

Explore the value of internal marketing to service firms. **[20 Marks]**

QUESTION 6

'Even with the best of intentions, service failure is inevitable in service organizations.' Discuss the guidelines that may be used in an effective service recovery process. **[20 Marks]**

QUESTION 7

You have recently been employed as customer services manager by a retail bank. How would you manage demand and supply in order to deliver customer satisfaction? **[20 Marks]**

END OF EXAMINATION