NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF SCIENCE IN MARKETING

RETAIL AND SERVICES MARKETING – CBU 5207

SUPPLEMENTARY EXAMINATION – MARCH 2013

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

SINGAPORE AIRLINES

Source: LoveLock, et al. (1996).   Services marketing, prentice hall. Pp257 – 268.

REQUIRED:-

(a) Conduct a SWOT analysis of Singapore Airlines.

[20 marks]

(b) Identify and discuss the service strategies used by Singapore Airlines.

[20 marks]

SECTION B

Question 2

'The nature and distinctive characteristics of services merit their own management framework.' Evaluate this statement. **[20 marks]**

Question 3

'Services require an operating and a delivery system.' Identify and discuss the design elements that a young entrepreneur venturing into the services industry would need to address.

[20 marks]

Question 4

Why and how should a service organization recover service failures? **[20 marks]**

Question 5

Discuss the various strategies that can be used to manage demand and supply in service organizations.

[20 marks]

Question 6

'Relationship marketing may result in customer loyalty and retention.' Analyse this statement.

[20 marks]

Question 7

'The Gaps Model of service quality provides a useful framework for understanding and managing service quality shortfalls'. Interrogate this statement.

[20 marks]

END OF EXAMINATION