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 –JANUARY 2010

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

(i)   Question **ONE** is compulsory
(ii)   Answer any other **THREE** questions.
(iii)   All questions carry **25** marks each
(iv)   Questions may be answered in any order
(v)   As much as possible, use relevant examples

QUESTION 1

You have recently been appointed customer services manager of an upmarket clothing retail shop in Zimbabwe. What customer service would you introduce to enhance customers' satisfaction?   **[25 Marks]**

QUESTION 2

Services require operating and design systems uniquely suited to them. Discuss the various elements that need to be considered when contemplating starting a new services business.   **[25 Marks]**

QUESTION 3

The gaps model of service quality provides a useful framework for understanding causes of poor service quality. Discuss fully.   **[25 Marks]**

QUESTION 4

Internal marketing helps service organisation serve their customers better. Discuss.   **[25 Marks]**

QUESTION 5

The service encounter is where the actors perform according to their scripts.
Discuss.   **[25 Marks]**

QUESTION 6

The nature and distinctive characteristics of services require that services
marketing managers use different strategies from those used by marketing
managers of goods. Discuss   **[25 Marks]**

QUESTION 7

In today's competitive retailing environment, it is important to design the store in
such a way that it enhances a positive shopping experience. Discuss.
                                                                            [25 Marks]

END OF EXAMINATION