



Graduateship in Marketing - Stage 4

SERVICES MARKETING MANAGEMENT

MONDAY, MAY 10, 2010. TIME: 9.30 am - 12.30 pm

Please attempt **FOUR** questions, Question 1 in Section A and **THREE** questions from Section B.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark **QUESTION 1** and the next **THREE** questions in your Answer Book).

SECTION A carries 25% of the marks.

SECTION B carries 75% of the marks.

Do **NOT** repeat the question in your answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish and/or international examples of marketing practice)

SECTION A (25%)

1. Critically assess the extent to which the marketing of goods is different from the marketing of services. Identify key points of difference and similarity.

SECTION B (75%)

2. Bitner *et al* (2007) proposed the use of blueprinting as a service innovation technique. Critically analyse this proposal.
3. The strongest advocates of relationship marketing claim it represents a major shift in marketing, while some sceptics have argued that it is really all about traditional marketing practices dressed up as something new. What arguments can be made to support each side of the debate?

P.T.O.

4. Berry (1980) defined internal marketing as “*the means of applying the philosophy and practices of marketing to people who serve the external customers so that (i) the best possible people can be employed and retained and (ii) they will do the best possible work*”.
In the context of the above statement assess the importance of service employees in the services sector.
5. Critically discuss the strategies that are used to manage service delivery through intermediaries.
6. Articulate the key ways that pricing of services differs from the pricing of goods.