

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II-Semester VII) Examination - 2017

MKT 2203 – Services Marketing

Two (02) Hours

Answer **FOUR (04)** Questions in all including question No. **ONE (1)**

1.

Case – Investing to Establish a New Jim

Lanka is a successful young businessman who is very enthusiastic in body building. As a result of his careful considerations about his personal desires and business objectives, he decided to establish a Jim with all modern and sophisticated exercise equipment. While he is travelling abroad, he visited many modern shops and placed orders for modern equipment which may be used in a Jim.

He selected Primal, the Brand Manager of his firm to design the facilities of the Jim. Primal did an exploratory research and found some important information about the community and the area around the premises that Lanka has purchased for this purpose. This building has enough space inside it and an ample parking around it.

There is a large population in this area and most of them are wealthy people with new vehicles. Large number of them are educated and professionally qualified.

The young as well as middle-age people are interesting in having exercises and as a habit go to several Jims situated in the same area. But most of the people seem to be irregular in doing the exercises. These Jims seems to be not much larger and well facilitated.

Research shows some have complained about muscle injuries and pains in the body as a result of going to the Jim.

- i. What service attributes should Primal select and why?
(10 marks)
- ii. What perceived risks those potential members will have?
(10 marks)
- iii. What actions the Brand Manager should recommend Lanka as strategic responses to customer perceived risks?
(10 marks)

iv. After several years of successful operation Lanka decided to extend the service to start a vehicle service facility to capitalize the opportunity of many vehicles park at the Jim for several hours.

a. What are the service expectations of members? (05 marks)

b. How can Lanka manage the moment of truth? (05 marks)

(Total: 40 Marks)

2. i Explain why it is important to study services.

(10 marks)

ii Describe the factors stimulating the transformation of the service economy?

(10 marks)

(Total: 20 Marks)

3. "To be able to deal effectively with dissatisfied and complaining customers, managers need to understand key aspects of complaining behavior"

i. Briefly describe the purposes of complaining by customers.

(10 marks)

ii. What do customers expect once they have made complaints?

iii. While senior managers dealing with customer complaining, frontline employees are also be ready to deal with distressed customers. Prepare a guideline for frontline employees to handle customer complaints.

(10 marks)

(Total: 20 Marks)

4. i. "Service is rented rather than owned" Do you agree? Give examples for your explanations. (10 marks)
- ii. Explain distinctive characteristics of services compared to physical goods. (10 marks)
- (Total: 20 Marks)**

5. i. Describe briefly the purposes that service environment fulfill? (06 marks)
- ii. "Service environments are complex and have many design elements"
What are the design elements that might be encountered in a retail outlet? (08 marks)
- iii. Explain with examples the servicescapes model. (06 marks)
- (Total: 20 Marks)**

6. i. How does blueprinting help in designing, managing and redesigning service processes? (10 marks)
- ii. How does the creation and evaluation of a service blueprint help managers understand the role of time in service delivery? (10 marks)
- (Total: 20 Marks)**
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