WOMEN'S UNIVERSITY IN AFRICA

Addressing gender disparity and fostering equity in University Education

FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES

BSc HONOURS DEGREE IN MANAGEMENT AND ENTREPRENEURIAL DEVELOPMENT STUDIES SPECIALISING IN MANAGEMENT & MARKETING

MAIN PAPER

MG312:   **SERVICE MARKETING**

INTAKE 24:   **FOURTH YEAR FIRST SEMESTER**

DATE:

TIME: `   **2 HOURS**

INSTRUCTIONS TO CANDIDATES

Answer **1** and any other two.

Question 1

Premier Courier Ltd.

Premier Courier Ltd. (PCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reliability. The company markets risk reduction and provides the confidence that people shipping packages will be "Absolutely, positively, certain their packages will be there by 10.30 in the morning".

In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organisations, customers can place an order for inventory as late as midnight, and the marketer, because of PCL's help, can guarantee delivery by the next morning. PCL has positioned itself as a company with a service that solves its customers' problems,

SOURCE:https://www.cvru.ac.in/PDFDoc/OldQuestionPaper/MANAGEMENT/MBA/III-SEM/Service_Marketing.pdf (Date accessed -14/11/2020)

REQUIRED:

(a) Describe the tangible and intangible elements of this service product?   [20]

(b) Explain any five (5) elements of service quality for a delivery service like PCL.
                                                                                    [10]

(c) In what way does technology influence PCL's service quality?   [10]

Question 2

Explain the Flower of Service concept identifying each of the petals showing the insights it provides for service marketers   [20]

Question 3

Outline any five roles of clients during the service encounter as you try to effectively serve them.

[20]

Question 4

Explain any five (5) ways services can be categorised and show the importance of categorisation to the services marketer. [20]

Question 5

Examine any five (5) common types of challenges faced in distributing services through electronic channels. [20]

Question 6

Examine why new services fail. [20]

END