



**Institute of Human Resource Advancement (IHRA)
University of Colombo, Sri Lanka**

**Master of Science in Service Management Course No.05
3rd Trimester Examination**

(Held in January, 2020)

MSM 5331 – Service Marketing Strategy

Instructions to the Candidates

- (1) This paper consists seven (07) questions and two (02) pages.
- (2) Answer any five (05) questions.
- (3) Write your Index Number on all pages of answer scripts.
- (4) Time allocated for the examination is Three (03) hours.
- (5) Tie up all answer sheets at the end of the examination.
- (6) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.

Question 01

- 1.1 The three stage model of service consumption helps service organizations to understand the consumer behavior. Briefly explain the **Three Stage Model** relating to an example.

(10 Marks)

- 1.2 **Physical Evidence** plays a significant role in services marketing. Critically review the statement.

(10 Marks)

(Total 20 Marks)

Question 02

- 2.1 What are the key issues to be addressed in **Service concept design**?

(05 Marks)

- 2.2 What are the key Success Factors in **New Service Development**?

(05 Marks)

- 2.3 In today's business environment, Marketing, Operations, IT, HR and other functions of service organizations need to be coordinated very closely?

(10 marks)

(Total 20 Marks)

Question 03

- 3.1 Briefly explain five (05) key roles of **service marketing communication**.

(05 marks)

- 3.2 What could be identified as **communication objectives** for service organizations? Identify five (05) areas for objective setting.

(05 marks)

- 3.3 Ethics are very important in designing a pricing strategy for a service organization. Critically review the statement discussing the ethical concerns of pricing?

(10 marks)

(Total 20 Marks)

Question 04

4.1 Bitner's service scape model explains the impact of physical surroundings on customers and employees. Briefly explain the service scape model with respect to a service environment of your choice.

(10 Marks)

4.2 Describe how the 'Mehrabian-Russell Stimulus-Response Model' and 'Russels's Model of Affect' explain consumer response to a service environment.

(10 Marks)

(Total 20 Marks)

Question 05

5.1 Discuss the key barriers for firms to break the Cycle of Failure and move into the Cycle of Success?

(10 Marks)

5.2 What is 'Emotional Labour'? Explain the ways in which it may cause stress for employees in specific jobs? Illustrate with suitable examples.

(10 Marks)

(Total 20 Marks)

Question 06

6.1 Discuss the possible 'Generic Productivity Improvement Strategies' in a service organization.

(10 Marks)

6.2 Critically review the importance of the concept of 'value co-creation' with respect to a service organization.

(10 Marks)

(Total 20 Marks)

Question 07

7.1 Briefly explain the concept of service positioning and identify the six key questions that should be answered by service organizations in developing an Effective Positioning Strategy.

(10 Marks)

7.2 Briefly explain the concept of Brand Equity with respect to a service organization.

(10 Marks)

(Total 20 Marks)
