



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

**Master of Science in Service Management Course No.07**  
**(English Medium)**

**3<sup>rd</sup> Trimester Examination 2022**

**(Held on October 2022)**

**MSM 5331 – Service Marketing Strategy**

**Instructions to the Candidates**

- (1) This paper consists of seven (07) questions and five (005) pages.
- (2) **Answer only five (05) questions.**
- (3) Time allocated for the examination is three (03) hours.
- (4) Write your Index Number on all pages of answer scripts.
- (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 Define the concept of ‘**Service**’ and identify the **four broad categories of services** from a process perspective.

**(05 Marks)**

- 1.2 **Extended Marketing Mix** is critical for a service organization in managing the customer interface in the competitive business world. Critically review the statement.

**(05 Marks)**

- 1.3 ‘**Physical evidence** plays a significant role in services marketing’.

**(05 Mark)**

- 1.4 Explain the concept of **Supplementary services** with examples.

**(05 Marks)**

**(Total Marks 20)**

### **Qestion 02**

- 2.1 **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)**

- 2.2 Identify **three (03) Success Factors in New Service Development** and briefly explain them with respect a service organization.

**(05 Marks)**

- 2.3 Briefly explain the concept of **Brand Equity** with respect to a service organization.

**(05 Marks)**

- 2.4 Briefly explain the concept of ‘**Perceived Risk**’ and identify five perceived risk factors associated with services.

**(05 Marks)**

**(Total Marks 25)**

### **Question 03**

- 3.1 Identifying the **customer perception on waiting** is very important in service marketing. Identify and explain in brief with examples of five (05) basic tactics an organization could adopt to reduce the dissatisfaction of customer waiting in a service organization?
- (05 Marks)
- 3.2 Briefly explain the **Mehrabian-Russell Stimulus Response Model** and it identify its importance for a service organization in developing service marketing strategies with examples.
- (05 Marks)
- 3.3 Briefly explain how do service organizations could differentiate their **customer experience** from the competitors using based on three components of a service product. Briefly explain the value propositions/components taking examples from the industry.
- (05 Marks)
- 3.4 Identify the key **marketing communications mix elements** for services that could be adopted by an organization?

(05 Marks)

(Total Marks 20)

### **Question 04**

- 4.1 Briefly explain the concept of **Wheel of Loyalty**. (05 Marks)
- 4.2 Briefly explain the concept of **Customer relationship management**. (05 Marks)
- 4.3 What does comprehensive **CRM strategy** include? (05 Marks)
- 4.4 What are the **common failures in CRM**? (05 Marks)

(Total Marks 20)

### **Question 05**

- 5.1 Briefly explain the concept of **‘Intangibility of service’** and explain **two problems of intangibility** created for marketers.  
(04 Marks)
- 5.2 There are **three main causes of role conflict** and **role stress** in frontline positions. Briefly explain with examples.  
(05 Marks)
- 5.3 Briefly explain the concept of **Service Redesign** in brief and identify **three (03)** reasons organizational service redesign and **two (02)** specific benefits of service redesign.  
(06 Marks)
- 5.4 **Customers and employees are considered as co-creators of service in modern business organizations.** Critically review the statement with examples.  
(05 Marks)
- (Total Marks 20)

### **Question 06**

- 6.1. Critically explain the **role of leader in creating a service culture and climate** of a service organization. What barriers could be identified in transforming a culture of poor customer service to a service oriented culture?  
(07 Marks)
- 6.2 **Briefly** explain the concept of **‘Emotional Labour’**.  
(05 Marks)
- 6.3 What are the key components of the **service blue print**?  
(05 Marks)
- 6.4 Briefly explain the concept of **service talent cycle**.  
(05 Marks)
- (Total Marks 22)**

### Question 07

7.1 Briefly explain **four (04)** main areas of **ethical issues** arise in service communication.

**(05 Marks)**

7.2 Identify four bases to develop **marketing communication objectives** for service organizations? Develop four objectives using the identified bases.

**(05 Marks)**

7.3 *In service marketing, non-monetary costs play a significant role in creating customer value perception. When we consider the customer net value, we need to understand the customer's perceived costs. Related monetary costs and the non-monetary costs are included in the costs of service'. Critically review the statement with the non-monetary costs involved in service with an example of a service offered of your choice.*

**(10 Marks)**

**(Total Marks 20)**

**End of the question paper.**