



## DEPARTMENT OF MARKETING MANAGEMENT

### MARKETING MANAGEMENT MAR22B2 / MMA22B2

**DATE:** SUPPLEMENTARY EXAM 2015

**DURATION:** 2 HOURS

**MARKS:** 100

**EXAMINER:** MS N MASHABA

**MODERATOR:** MS N CUNNINGHAM

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#### **INSTRUCTIONS TO CANDIDATES:**

- This is a **closed book** exam.
  - No marks are allocated to naming or listing.
  - Question papers must be **handed in**.
  - Answer all the questions.
  - Read the questions carefully and answer only what is asked.
  - Draw a line after each question answered.
  - Number your answers clearly.
  - Write neatly and legibly.
  - Structure your answers by using appropriate headings and sub-headings.
  - Ensure that all your personal particulars appear on each answerbook.
  - The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
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**CASE STUDY**

**Read the following case study and answer the questions that follow:**

**The Oyster Box Bar**

Standing majestically on Umhlanga's beachfront overlooking the Indian Ocean and the iconic lighthouse, The Oyster Box, a Member of Red Carnation Hotel Collection, is the ultimate in colonial charm and style.

The Oyster Box Bar offers consumers the perfect venues for dining, cocktails or a light meal while taking in a prime view of the ocean. On a Friday and Saturday night, the bar will be filled with consumers looking for an exclusive night out, and many will be turned back due to capacity. The Oyster Box Bar however struggles to manage its demand and supply and finds that during the week business is very slow. In attempt to increase demand, they have introduced a happy hour on Thursday and Friday evenings.



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**SECTION B: Discussion questions****[70 marks]****Please answer Section B in your answer booklet.**

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**QUESTION 1****(10)**

**Illustrate (draw)** a service blueprint for an Oyster Box Bar customer who wants to purchase a cocktail from Oyster Box Bar. **Label** all the components of a service blueprint as part of your answer.

**QUESTION 2****(10)**

**Discuss** the first FOUR (4) gaps of the GAPS model of service quality. Include **examples** applicable Oyster Box Bar as part of your answer.

**QUESTION 3****(10)**

Service organisations have started to promote and encourage customer participation in the service delivery process. **Discuss** FIVE (5) advantages of customer participation. Include **examples** of these advantages from any service organisation.

**QUESTION 4****(10)**

Using an **illustration (drawing)**, explain the customer relationship process.

**QUESTION 5****(10)**

**Discuss** the TEN (10) underlying dimensions of service recovery.

**QUESTION 6****(6)**

**Discuss** SIX (6) types of service failures that can occur. Provide examples of each to support your answer.

**QUESTION 7****(6)**

**Discuss** the THREE (3) types of roles that customers fulfil during the service delivery experience. Include any relevant example in your explanation.

**QUESTION 8****(8)**

**Discuss** ANY FOUR (4) pricing strategies and provide an example relevant to each strategy.

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**Total Section B: 70 marks****END**

**MULTIPLE CHOICE ANSWER SHEET  
SUPPLEMENTARY EXAMINATION 2015**

Initials &amp; Surname: \_\_\_\_\_

Student number: \_\_\_\_\_

Question					
1.	A	B	C	D	E
2.	A	B	C	D	E
3.	A	B	C	D	E
4.	A	B	C	D	E
5.	A	B	C	D	E
6.	A	B	C	D	E
7.	A	B	C	D	E
8.	A	B	C	D	E
9.	A	B	C	D	E
10.	A	B	C	D	E
11.	A	B	C	D	E
12.	A	B	C	D	E
13.	A	B	C	D	E
14.	A	B	C	D	E
15.	A	B	C	D	E
16.	A	B	C	D	E
17.	A	B	C	D	E
18.	A	B	C	D	E
19.	A	B	C	D	E
20.	A	B	C	D	E
21.	A	B	C	D	E
22.	A	B	C	D	E
23.	A	B	C	D	E
24.	A	B	C	D	E
25.	A	B	C	D	E
26.	A	B	C	D	E
27.	A	B	C	D	E
28.	A	B	C	D	E
29.	A	B	C	D	E
30.	A	B	C	D	E

**TEAR OFF AND PLACE IN THE BACK OF YOUR EXAMINATION ANSWER BOOK**

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