UNIVERSITY OF JOHANNESBURG

FACULTY OF MANAGEMENT

June Examination

DEPARTMENT	Marketing Management
MODULE	SERVICES MARKETING
CODE	BMB 02X7 / MMA8X06
DATE	9 June 2014
DURATION	180 minutes
TIME	09:00 – 12:00
TOTAL MARKS	100

LECTURER	DR ES CONRADIE
MODERATOR	PROF A.T. ROUX (Tshwane University of Technology)
NUMBER OF PAGES	3

INSTRUCTIONS TO CANDIDATES:

- Question papers must be handed in at the end of the exam.
- This is an open book assessment.
- This exam is based on the Pick n Pay case study (page 79 of the case study book).
- Read the scenario provided and answer only what is asked.
- Number your answers clearly and write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- Answers should contain 20% theory and 80% application.
- Ensure that all your personal particulars appear on all answer books.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

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This paper consists of 6 questions. Please answer all the questions from Question 1 – 4 and then choose Question 5 or 6.

Hierdie vraestel bestaan uit 6 vrae. Beantwoord asseblief al die vrae van Vraag 1 – 4 en kies dan tussen Vraag 5 of 6.

QUESTION 1 / *VRAAG 1* **[20 marks / *punte*]**

Refer to the different models of the service encounter to answer the questions below:

1.1 Propose how Pick n Pay online can apply the marketing mix for services to provide quality services and achieve their objectives. (10)

1.2 Critically evaluate the ways in which the Internet can be used to create a competitive advantage. (Use the models of the service encounter to guide your answer). (10)

Verwys na die verskillende modelle van die dienste ontmoeting om die vrae hieronder te antwoord:

1.1 *Stel voor hoe Pick n Pay aanlyn die bemarkingsmengsel vir dienste kan gebruik om kwaliteit dienste te kan lewer en hul doelwitte te bereik.* (10)

1.2 *Evalueer krities maniere hoe die Internet gebruik kan word om 'n mededingende voordeel te skep. (Gebruik die modelle van die diensontmoeting as riglyn vir jou antwoord).* (10)

QUESTION 2 / *VRAAG 2* **[20 marks / *punte*]**

It has been suggested that employees are the critical difference when providing service quality. Comment on the strategies Pick n Pay can use to ensure that their employees are the competitive advantage for them in the marketplace.

Daar word beweer dat werknemers die kritiese verskil maak wanneer dienskwaliteit gelewer word. Lewer kommentaar op die strategieë wat Pick n Pay kan gebruik om te verseker dat hulle werknemers vir hulle die mededingende voordeel in die mark is.

QUESTION 3 / *VRAAG 3* **[20 marks / *punte*]**

Critically assess the role of brands for services organisations and provide practical examples.

Evalueer krities die rol van handelsmerke in dienste organisasies en voorsien praktiese voorbeelde.

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QUESTION 4 / *VRAAG 4* **[20 marks / *punte*]**

There are various elements of the services promotional mix that a service organisation can use to enhance their reputation and relationships with customers. Discuss these and indicate which element(s) will be most suitable to a bank.

Daar is verskillende elemente in die dienste promosiemengsel wat 'n dienste organisasie kan gebruik om hul reputasie en kliënte verhoudinge te verbeter. Bespreek hierdie en dui aan watter element(e) die beste vir 'n bank sal werk.

STUDENTS NEED TO COMPLETE EITHER QUESTION 5 OR QUESTION 6.

STUDENTE HOEF NET VRAAG 5 OF VRAAG 6 TE BEANTWOORD.

QUESTION 5 / *VRAAG 5* **[20 marks / *punte*]**

5.1 Differentiate between the different pricing strategies that Pick n Pay might consider for their online shopping system. (16)

5.2 Also advice them on the pricing factors that they must take into account when the competition from competitors increase. Motivate your answer adequately. (4)

5.1 Onderskei tussen die verskillende prys strategieë wat Pick n Pay kan oorweeg vir hulle aanlyn aankoop sisteem. (16)

5.2 Adviseer hulle ook oor die prysfaktore wat hulle in ag moet neem wanneer die kompetisie van mededingers toeneem. Motiveer jou antwoord. (4)

OR/OF

QUESTION 6 / *VRAAG 6* **[20 marks / *punte*]**

Customers always have expectations, but organisations do not always deliver services according to the expectations, causing shortfalls or gaps. Discuss these shortfalls (gaps) and propose how Pick n Pay can close these gaps between expectations and perceptions of service quality.

Kliënte het altyd verwagtinge, maar organisasies lewer nie altyd diens volgens die verwagtinge nie, en tekortkominge (gapings) word dus veroorsaak. Beskryf hierdie tekortkominge (gapings) en stel voor hoe Pick n Pay die gapings kan sluit tussen die verwagtinge en waarnemings van dienskwaliteit.

TOTAL: 100 MARKS

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