



DEPARTMENT OF MARKETING MANAGEMENT

MARKETING MANAGEMENT MAR22B2 / MMA22B2

DATE: NOVEMBER EXAM 2016

DURATION: 2 HOURS

MARKS: 100

EXAMINER: MS N MASHABA

MODERATOR: MS N CUNNINGHAM

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 answer book.
 - 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.



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

QUESTION 1**(14)**

Discuss the Services Marketing Value Mix. **Include examples** applicable for Oyster Box Bar.

QUESTION 2**(9)**

The service-profit chain is an illustration depicting the relationship among variables that influence a service organisation's profitability. Demonstrate your understanding of this statement by **discussing** the service-profit chain.

QUESTION 3**(5)**

Discuss ANY FIVE (5) aspects of the service encounter that can influence the customer's service experience

QUESTION 4**(8)**

Describe the **FOUR (4)** primary resources that Oyster Box Bar can use to increase capacity to meet demand. **Include examples** from Oyster Box Bar in your answer.

QUESTION 5**(5)**

Discuss ANY FIVE (5) strategies that an organisation can implement in order to build a customer-oriented service-minded workforce.

QUESTION 6**(10)**

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

QUESTION 7**(6)**

Discuss the THREE (3) primary components that affect the potential productive capacity of a service provider. Include any relevant example in your discussion.

QUESTION 8**(3)**

Discuss ANY THREE (3) types of service failures that can occur. Provide examples relevant to the Oyster Box of each service failure to support your answer.

QUESTION 9**(10)**

Discuss ANY TEN (10) underlying dimensions of service recovery.

Total Section B: 70 marks

END :)