

Department of Marketing
MK212 Services & Retail Marketing



Wednesday 26 July 2023

9.30am-11.30am

Attempt THREE questions

You must attempt at least one from Section A and one from Section B.

Section A

1. Bitner, Booms & Tetreault (1990) identify specific events and behaviours that cause unsatisfactory service encounters. Discuss the behaviours and events in the context of service industries and illustrate your answer with examples.
2. Is the positioning of services more difficult and challenging than positioning of physical goods? Discuss.
3. Examine the strategies that can be applied when demand and capacity cannot be matched. Use relevant examples to support your answer.

Section B

4. Examine the extent to which you would agree with the view that store brands (own labels) only work effectively in periods of recession.
5. Assess the appropriateness of a cost-focused approach to pricing for a small independent retailer running a jewellery shop in a prime shopping street in your city.
6. Examine what is meant by the term “omni-channel strategy”. Critically assess the perception that this approach only adds extra costs to the retailer by developing a range of channels.

End of Paper

SE/AM