



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE	:	CMA402
COURSE TITLE	:	Marketing of Services
DURATION	:	3 Hours
DATE	:	23 September 2020 (0900-1200)

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

Answer **Question 1** and any other **three questions**

Question 1

Service recovery at Club Med Cancun

An excellent example of the service recovery paradox is the story of Club Med Cancun that ‘recovered from a service nightmare and as a consequence won the loyalty of a group of vacationers.’

‘The vacationers had nothing but trouble getting from New York to their Mexican destination. The flight took off six hours late, made two unexpected stops and circled for 39 minutes before it could land. Because all of the delays and mishaps ,the plane was enroute for 10 hours more than planned and ran out of food and drinks.

It finally arrived at 2 o’clock in the morning, with a landing so rough that oxygen masks and luggage dropped form overhead. By the time the plane pulled out to the gate, the angry passengers were faint with hunger and convinced that their vacation had been ruined before it even started. One lawyer on board was already collecting and addresses for a class-action lawsuit.

Silvio de Bortoli, the general manager of the Cancun Resort and a legend throughout the organisation for his ability to satisfy customers, received word of the horrendous flight and immediately created a solution. He took half the staff to the airport where they had laid out a table of snacks and drinks and set up a stereo system to play music. As the guests filed through the gate, they received personal greetings, help with bags, a sympathetic ear ,and a chauffeured ride to the resort. Waiting for them at Club Med was a lavish banquet, complete with mariachi band and champagne. Moreover, the staff had rallied other guests to wait up and greet the newcomers and the party continued until sunrise. Many guests said it was the most fun they had had since college.

In the end, the vacationers had a better than if their flight from New York had gone like ‘clockwork’ and became loyal Club Med customers.

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- a)Describe the elements of service failure [5]
- b)Explain the service recovery paradox with reference to Club Med Cancun [10]

c)How did Silvio de Bortoli institute service recovery [10]

Question 2

‘Service organisations in particular are beginning to recognise that guarantees can serve not only as a marketing tool but as a means for defining, cultivating and maintaining quality through an organisation.’ Discuss. [25]

Question 3

a) With reference to service organisation of your choice, examine the environmental dimensions of the servicescape. [15]

b) Elaborate on the elements of exceptions in service delivery. [10]

Question 4

‘Customers in a service are equivalent to competitors.’ Discuss. [25]

Question 5

‘Redesigning existing services is another approach to service development.’ Elaborate. [25]

End of paper