

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: MARKETING OF SERVICES

COURSE CODE: CMA402

DURATION: 3 HOURS

11 JUNE 2018

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer FOUR questions: Answer all questions in section A and any other three questions from section B.
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

SECTION A

Answer all questions in this section

Question 1

Case study

Ricoh helped a local copy shop grow to become a successful marketing services agency with a national client base. Faster and more effective print technology has helped expand the range of services offered to clients and improve the speed of turnaround. A web-to-print solution is helping to both drive repeat business and win new customers. The Challenges with Ricoh's support, Elettra has transformed its business, growing from its origins as a local, Italian copy shop, to become a successful web-based marketing services agency. In the early days of the relationship, the twin objectives were to gain new business by expanding the range of services offered by Elettra, and build client loyalty by providing a fast and professional service. Ricoh helped Elettra introduce short-run on-demand colour printing to its portfolio, providing Elettra's customers with the facility to produce bespoke brochures and conduct personalized one-to-one marketing campaigns. The introduction of faster production systems, such as Ricoh's Pro™ C901 and Pro™ 1357EX, improved productivity. As the business developed, Elettra's horizons expanded. With a local customer base established, Elettra was keen to explore ways of marketing its services more effectively. The aim was to win repeat business from existing clients by simplifying the order and submission process whilst, at the same time, communicating with a new and wider audience. Ricoh's Solution Ricoh provides consultancy services through the Business Driver Programme for many of its clients, including Elettra. A key element of Ricoh's proposition is that Ricoh regularly consults with its customers, exploring ways to optimise production and services. A symbiotic relationship meant that Ricoh was able to propose an effective and affordable solution. The solution would involve creating a powerful web presence

for Elettra, packaging services within an e-commerce environment and providing an accessible web-based order submission system. Customising EFI's Digital StoreFront solution minimised upfront investment costs whilst allowing Elettra to establish its web presence more quickly. EFI's Digital StoreFront is a dual-purpose web-to-print platform designed for the printing industry. The customised e-commerce platform allows site visitors to browse a branded website promoting Elettra's full range of print services. The site is search engine optimised and promoted within Google using pay-per-click ad words. Customers are able to select print and promotional products and submit orders from their desktop. An automatic PDF conversion facility builds confidence by allowing customers to proof work prior to submission. In the print operation, JDF-based job tickets ensure seamless integration with Ricoh's Fiery driven production printers, simplifying the production workflow and eliminating errors. Powerful e-commerce tools include a secure customer portal with shopping cart and credit card payment facilities. Logging into Elettra's web portal, customers can track progress of new orders and view a complete order history, re-ordering work as required. Elettra's larger clients have access to their own branded sites with customer specific pricing. Customer Benefits. The partnership with Ricoh is helping Elettra to grow its business at an exponential rate. Using state-of-the-art production technology, the company is able to provide a high-quality on demand print service. Since introducing its web-to-print strategy, Elettra has established a national client base and more than doubled its sales turnover.

- a) Explain the strategies which were employed by Ricoh to transform a local copy shop to become a successful marketing services agency with a national client base. **(15 marks)**

(b) What other service marketing strategies can be employed by Ricoh to grow its clientele base. (10 marks)

(Total 25 marks)

SECTION B

Answer three questions in this section

Question 2

The four Is Model is a tool for identifying service characteristics. With the aid of this model explain service characteristics and their marketing implications. (Total 25 marks)

Question 3

(a) Discuss the four product dimensions in the marketing of a product of your own choice.

(10 marks)

(b) Explain the distribution channels available to a service marketer.

(15 marks)

(Total 25 marks)

Question 4

With the aid of a service of your own choice, explain the importance of developing a meaningful service blue print. (25 marks)

Question 5

(a) Discuss the roles of servicescape in the marketing of a service of your own choice.

(15 marks)

(b) Outline factors that contribute to the size of the knowledge gap?

(10 marks)

(Total 25 marks)