

# ZIMBABWE EZEKIEL GUTI UNIVERSITY



## DEPARTMENT OF BUSINESS STUDIES

**DATE 20 JUNE 2017**

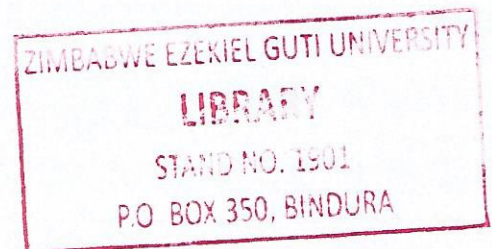
**COURSE: MARKETING OF SERVICES**

**COURSE CODE: CMA402**

**DURATION: 3 HOURS 30 MINUTES**

### **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**

### **Questions from this section are compulsory**

#### **Question 1**

##### **Case study**

The Bon-Ton Stores Inc., a regional department store company in the United States, desired to create a unique way to break through the holiday retail clutter. The company wanted to emphasize its unique position as a one-stop-shop for gift giving through engaging cross-channel marketing campaign, while overcoming three big challenges:

##### **Wide range of products**

With seven different nameplates (Bon-Ton, Bergner's, Boston Store, Carson's, ElderBeerman, Herberger's, and Younkers) falling under the Bon-Ton Stores, Inc. brand, and a wide range of products offered, Bon-Ton wanted to find a way to showcase the breadth of gifts available in a manageable and convenient way, making the customer's gift giving experience as easy and enjoyable as possible.

##### **Limited mobile experience**

While Bon-Ton's best customers cover a range of ages and preferences, it was unclear to the marketing team whether an intensive holiday mobile program would resonate with their unique audience. They had limited experience building mobile campaigns at scale, and sought an opportunity to experiment and test to see if the mobile space was right for their brand.

##### **Crowded market**

Bon-Ton knew that holiday gift guides are a staple strategy among retailers. The brand wanted to develop a gift guide experience that was innovative, unique and engaging for their most loyal customers, offering up the best possible experience to stay ahead of competitors during the critical holiday season.

### **The solution**

Bon-Ton worked with the Mobile Strategy team at Experian Marketing Services to determine the best ways to promote its “Very Merry Gift Guide” campaign across channels (including mobile) during the 2015 holiday season. Each day for 21 days, the brand released a new personality-based gift list and encouraged its customers to either purchase the products directly or enter to win all 10 products on the list through an interactive sweepstakes webpage. Those who participated in the daily sweepstakes were also automatically entered to win the Grand Prize – all of the products featured during the full campaign lifespan. Gift list sweepstakes powered by the Experian Marketing Suite | Animated gif MMS introduced subscribers to the campaign.

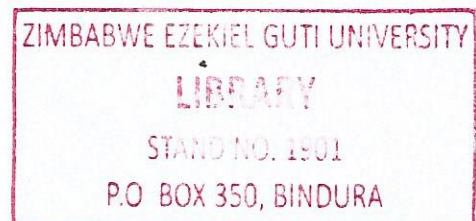
Through the Experian Marketing Suite, Bon-Ton increased engagement by offering customers the opportunity to receive daily mobile message reminders by texting in the keyword “MERRY.” The program included both SMS and MMS, such as animated gifs, was promoted on Bon-Ton’s website, in emails and with in-store signage. The SMS and MMS content was also personalized to fit the specific Bon-Ton Stores, Inc. brand which include Bon-Ton, Bergner’s, Boston Store, Carson’s, Elder-Beerman, Herberger’s and Younkers department stores with which the customer was accustomed to engaging.

- a) Explain the problems Bon-Ton had in marketing its range of products. **(10 marks)**
  - b) Discuss the technological strategies Bon-Ton introduced as a solution to its various marketing problems. **(15 marks)**
- (Total 25 marks)**

### **SECTION B**

#### **Question 2**

Explain why there is a quick growth rate in the number of services in both developed and developing countries. **(Total 25 marks)**



### **Question 3**

Giving examples, explain the strategies that service organizations can adopt in order to minimize the effects of service intangibility? **(Total 25 marks)**

### **Question 4**

a) Explain the possible promotional goals for a service industry like ZEGU. **(10 marks)**

b) With the aid of a flow chart, discuss the importance of developing a meaningful service blue print. **(15 marks)**

**(Total 25 marks)**

### **Question 5**

a) Explain why standardization and quality control are difficult to maintain throughout the service delivery process. **(15 marks)**

b) Outline factors that contribute to the size of the knowledge gap? **(10 marks)**

**(Total 25 marks)**

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