

ENGINEERING TRIPOS PART IIA

Friday, 6 May 2005 2.30 pm – 4.00 pm

Module 3E2

MARKETING

*Answer not more than **two** questions.*

All questions carry the same number of marks.

*The **approximate** percentage of marks allocated to each part of a question is indicated in the right margin.*

There are no attachments.

You may not start to read the questions printed on the subsequent pages of this question paper until instructed that you may do so by the Invigilator

(TURN OVER

- 1 (a) How do customers evaluate service quality? [40 %]
- (b) What marketing mix tools are available to services marketers, how can they be used to build perceptions of service quality, and how might this change as the product life cycle matures? [60 %]
- 2 (a) Discuss some of the factors that influence the rate of new product adoption. [40 %]
- (b) How might marketers use distribution channels to facilitate faster diffusion of their product within a market? [60 %]
- 3 (a) “Price is more difficult to manage for service products than for physical goods.” Using your understanding of the four problems encountered by services marketers and your knowledge of pricing theory, evaluate the correctness of this statement. [50 %]
- (b) What are the implications of your analysis for managing other aspects of the marketing mix? [50 %]
- 4 (a) Discuss the reasons why many organisations are pursuing long-term relationships with their customers and other stakeholders (e.g., suppliers and competitors). [50%]
- (b) Explain why some groups of consumers are more appropriate than others as targets for relationship marketing. [50%]

END OF PAPER