FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 1

SERVICES MARKETING

SMK611S
ASSIGNMENT 1 MEMO

Question 1
Discuss the 4 Key Distinguishing Characteristics of Services compared to goods, provide practical examples. [8]

The student is expected to discuss the following characteristics;
✓ Intangibility
✓ Inseparability
✓ Variability/Heterogeneity
✓ Perishability

Using examples of Namibia companies name and discuss the five major categories of services. [10]

The student is expected to discuss the following categories of service;
✓ Utilities
Question 2
How can service quality be measured? Discuss the determinants of service quality using clear practical examples from the Namibian service marketing context. [10]

The student is expected to discuss the following determinants outlined on page 45 of the Study Guide namely;
✓ Reliability
✓ Responsiveness
✓ Competence
✓ Access
✓ Courtesy
✓ Communication
✓ Credibility
✓ Security
✓ Understanding a customer
✓ Tangibles.

Question 3
Discuss the levels of service using specific examples from a service organisation in Namibia. [12]

Students are expected to discuss based on the following levels;
✓ Core services
✓ Expected services
✓ Augmented services

Question 4
Tourism services marketing is very sensitive. Discuss how tourism in Namibia can be affected using the Service Marketing Mix. [10]

Students are expected to discuss sensitivities in terms of the following elements of the service marketing mix;
✓ Product
✓ Price
✓ Place
✓ Promotion
✓ People
✓ Physical evidence
✓ Processes
TOTAL MARKS FOR ASSIGNMENT 01: 50 marks

END OF MEMO