

Tutorial letter 101/3/2018

Services Marketing

MNM3713

Semesters 1 & 2

Department of Marketing and Retail Management

IMPORTANT INFORMATION:

This tutorial letter contains important information
about your module.

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1. INTRODUCTION AND WELCOME

Dear Student

Customer service is becoming a competitive weapon in the armoury of many organisations, aimed at enhancing the uniqueness of its products, against the products of rival firms. Many firms are now realising that good service can well serve as a differential advantage against rival firms. More and more enterprises are paying attention to the services being offered to their customers. Service divisions are established in organisations, more money and people are allocated to this task and the training of service personnel receives top priority. One must also keep in mind that customer service is not only activities that are performed to enhance tangible products. More than half the products currently on the market are actually service products, with its physical components actually playing a secondary role. Furthermore, excellent customer service is not only having bigger smiles, but a mixture of service components that marketing management needs to manage to improve the buying experience of their customers. Developing and implementing and marketing service decisions and activities are the focus of this module.

You will receive a number of tutorial letters during the semester. A tutorial letter is our way of communicating with you about teaching, learning and assessment. Tutorial Letter 101 – this tutorial letter – contains important information about the scheme of work, the assignments and guidelines for preparing and submitting the assignments for this module. Furthermore, the prescribed study material and other resources and how to obtain it are provided further on. We have also included general information about this module, as well as administrative guidelines. We urge you to read it carefully and to keep it at hand when working through the study material, preparing the assignments, preparing for the examination and addressing questions to your lecturers.

You will also receive Tutorial Letter 301 MRMALL8/2018 at the start of the semester. Please read it in combination with Tutorial Letter 101, as it gives you an idea of generally important information when studying at a distance in this department and in the School of Management Sciences. Later on in the semester you will also receive tutorial letters providing guidelines to the assignments and information on how to prepare for the examination.

From the onset we would like to point out that **you must read all the tutorial letters** you receive during the semester **immediately and carefully**, as they always contain important and, sometimes, urgent information?

We hope that you will enjoy this module and wish you all the best!

2. PURPOSE OF AND OUTCOMES FOR THE MODULE

2.1 Purpose

The purpose of this module: Services Marketing is to enable students of the module to gain a better understanding of the unique activities involved in developing effective distribution channels and managing the physical flow of products through the chosen distribution channels.

2.2 Outcome

After completing this module, you should be able to:

- discuss the nature and role of service delivery in an organisation
- explain the purchase decision-making process when buying service products
- to show how service consumption and customer satisfaction are researched
- explain the principles of service quality
- discuss the design and development of service products
- to show how value-based pricing of services are done
- explain the role of marketing communication in service delivery
- highlight the role of personnel and clients in service delivery
- discuss the contribution of intermediaries in service delivery
- explain the role of physical evidence in the service package
- highlight the actions to keep customers and to win back defectors

3 LECTURER AND CONTACT DETAILS

3.1 Lecturer

My name is Danie Theron and I am the lecturer for this module. My contact details are as follows:

Address: AJH van der Walt Building,

Office number: 5-67

Telephone: 012 429 8303

Fax: 012 429 3759 E-mail: marketing@unisa.ac.za

Please note that lecturers should only be contacted for **academic** enquiries, that is, enquires about the **content** of the module. **Letters to lecturers may NOT be enclosed with assignments.**

3.2 Department

The department is situated on the main campus, AJH van der Walt building, fifth level.

3.3 University

Administrative enquiries concerning fees, receipt of assignments, examination dates etc should be directed to the relevant administrative departments as indicated below:

Communication with the administrative departments of the University

If you need to contact the University about matters not related to the content of this subject, please consult the booklet *myStudies @Unisa* that you received with your study material. This booklet contains information on how to contact the University (for example, to whom you can write for different queries, important telephone and fax numbers, addresses and details of the times certain facilities are open). Always have your student number at hand when you contact the University.

Please note that all administrative enquiries should be directed to the following:

Student admissions and registrations	Study-info@unisa.ac.za
Student assessment administration for assignments	Assign@unisa.ac.za
Student assessment administration for examination	Exam@unisa.ac.za
Despatch: Study material	despatch@unisa.ac.za
Finance	finan@unisa.ac.za
ICT (<i>myUnisa</i> & <i>myLife</i>)	MyUnisaHelp@unisa.ac.za MyLifeHelp@unisa.ac.za

Also study Tutorial letter 301 MRMALL8/2018 for further contact information.

4 MODULE-RELATED RESOURCES

4.1 Prescribed books

The tutorial matter for this module consists of the following:

- ONE study guide and a number of tutorial letters available in English and Afrikaans (supplied by Unisa)
- TWO prescribed books (which you must obtain yourself)

The compulsory prescribed books for MNM3713 are:

- Boshoff, C. 2014. *Services marketing*. 2nd edition, Cape Town, Juta
- Drotsky, A & Van Heerden, C.H. 2013 *Applied Marketing Cases*, 2013., Cape Town, Juta

Prescribed books can be obtained from the University's official booksellers. See a list of official booksellers my Studies @ Unisa booklet. If you have difficulty in locating your book(s), please contact the Prescribed Books Section at 012 429 4152 or e-mail vospresc@unisa.ac.za.

At the time of registration, you will receive an inventory letter that will tell you what you have received in your study package and also show items that are still outstanding. Also see the booklet entitled: *Studies @ Unisa*.

Check the study material that you have received against the inventory letter. You should have received all the items listed in the inventory, unless there is a statement indicating “out of stock” or “not available”. If any item is missing, follow the instructions on the back of the inventory letter without delay.

PLEASE NOTE: Your lecturers cannot help you with missing study material. Please contact the Unisa Despatch Department at despatch@unisa.ac.za.

4.2 Joining *myUnisa*

The *myUnisa* learning management system is Unisa's online campus, which will help you to communicate with your lecturers, with other students and with the administrative departments – all through the computer and the internet.

To access *myUnisa*, start at the main Unisa website at <http://www.unisa.ac.za>, and then click on the *myUnisa* orange tab. You could also just go to <https://my.unisa.ac.za> directly. When you are on the *myUnisa* website, click on Claim Unisa Login on the right-hand side of the screen. You will then be prompted to give your student number to claim your initial *myUnisa* and *myLife* login details.

Please consult the brochure *Studies @ Unisa*, which you received with your study material, for more information on *myUnisa*.

It is very important that you log on to *myUnisa* regularly. We recommend that you do this at least every week or 10 days to do the following:

- **Check for new announcements.** You could also set up your *myLife* e-mail in such a way that you will receive the announcement e-mails on your cell phone.
- **Participate in the discussion forum activities.** For every learning or study unit in this module, you will be given activities to do. We would like you to discuss these with your fellow students and your lecturers. Although you could check the instructions about the activities here and even prepare your answers without logging on, you would need to go online to post your messages.

4.3 Printed support material

We want you to be successful in this online module, so we will also provide some of the study material to you in print format. This will allow you to read the study material even when you are not online. Please note the following:

- This printed study material will be sent to you at the beginning of the semester, but you needn't wait to receive it before you start studying. You can go online as soon as you register and you will find all your study material there.
- Therefore, the printed material will be hard copies of the formal content of the online module.
- Having the printed material on hand will make it possible for you to study your material for this module **WITHOUT** having to go on the internet or to an internet cafe. This will save you money, of course, and will enable you to read – and reread – the material and do the activities whenever and wherever you wish to do so.

We hope that this system will help you to succeed in this online module by providing you with extra ways in which to study the material and complete all the activities and assignments. You **MUST**, however, go online to complete the activities and assignments on time, and to get the most from the online course.

Remember, the printed support material forms only a backup to everything that you will find online on *myUnisa*. It will not contain any additional content. **In other words, you should NOT wait for the printed support material to arrive before you start studying.**

4.4 Study groups

It is advisable to have contact with fellow students. One way to do this is to form study groups. The addresses of students in your area may be obtained from the following department:

Directorate: Student Administration and Registration
PO Box 392
UNISA
0003

4.5 Tutorial Letter 301 MRMALL8/2018

For information on the various student support systems and services available at Unisa (for example, student counselling, and language support), please consult Tutorial Letter 301 MRMALL8/2018 and: my Studies @ Unisa that you received with your study material.

4.6 Library services and resources information

For brief information go to : <http://www.unisa.ac.za/contents/studies/docs/myStudies-at-Unisa2018-brochure.pdf> (**2018 address to be placed here)

For more detailed information, go to the Unisa website: <http://www.unisa.ac.za/>, click on Library

For research support and services of Personal Librarians, go to:

<http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=7102>

The Library has compiled numerous library guides:

- find recommended reading in the print collection and e-reserves - <http://libguides.unisa.ac.za/request/undergrad>
- request material - <http://libguides.unisa.ac.za/request/request>
- postgraduate information services - <http://libguides.unisa.ac.za/request/postgrad>
- finding , obtaining and using library resources and tools to assist in doing research http://libguides.unisa.ac.za/Research_Skills
- how to contact the Library/find us on social media/frequently asked questions - <http://libguides.unisa.ac.za/ask>

4.7 Predatory providers of classes and examination support

Please be aware of the existence of multiple fraudulent and predatory providers of classes and examination guidance to Unisa students. Please note that Unisa does not have agreements with any of these agencies/schools/colleges to provide tuition or support to our students. Unisa does not provide these predators with study material, guidelines or your contact information.

These providers may not have the necessary expertise to assist you and often charge exorbitant fees. If you receive an invitation from any agency or college, it is best to confirm with your lecturer if the provider is a legitimate Unisa partner.

- **TVET Agreements**

Unisa has agreements with a number of TVET colleges to provide contact tuition and support for students in the following Higher Certificates:

- Higher Certificate in Economic and Management Sciences
- Higher Certificate in Banking
- Higher Certificate in Tourism
- Higher Certificate in Accounting Sciences

More information on this is available on the Unisa website.

5 MODULE-SPECIFIC STUDY PLAN

Below is a study plan that we propose you use to work through the study material systematically, up to the examination. It is, however, merely a broad guideline and you may adapt it to fit your own particular time schedule. The time allocated to each topic also serves as an indication of its importance within the context of all the prescribed study material.

Study unit	Topic	Time taken: notional hours:120	Date to complete 1stsem/2nd sem	Main learning areas
1	The nature of service marketing	10 hours	11 Feb/ 11 Jul	The importance of effective service marketing The nature of a service product The service marketing mix
2	Consumer decision-making in the consumption of service products	10 hours	20 Feb/ 20 Jul	The consumer decision-making process Factors influencing consumer decision-making
3	Researching of consumer needs and decision-making	10 hours	27 Feb/ 27 Jul	Reasons for studying consumer needs and behaviour Types of consumer research The formal research process
4	The service marketing mix	6 hours	4 Mar/ 4 Aug	The elements of the service marketing mix
5	The service product: Decisions on service quality	10 hours	10 Mar/ 10 Aug	The concept: service quality Dimensions of service quality Measuring service quality The gaps model
6	The service product: Design and development of services	8 hours	17 Mar/ 17 Aug	Types of new service products The phases of new service development
7	Determining prices of services	4 hours	22 Mar/ 22 Aug	The complexities in pricing services Value-based pricing
8	Marketing communication of services	4 hours	27 Mar/ 27 Aug	Integrated marketing communication The Unique demands of effective communication of services

9	Service delivery: The place decision	8 hours	1 Apr/ 1 Sept	Types of service contacts Considerations regarding contacts Channel alternatives of services
10	Service delivery by employees	8 hours	6 Apr/ 6 Sept	A Service culture Employees as boundary spanners Internal marketing Service quality through employee management
11	Service delivery: The role of customers	6 hours	9 Apr/ 9 Sept	The level of client involvement Client roles
12	Service delivery: The role of physical evidence	10 hours	14 Apr/ 14 Sept	Consumer responses to physical evidence
13	Customer retention and customer relations	8 hours	19 Apr/ 19 Sept	Actions to retain customers Drivers of good customer relations
14	Service recovery	8 hours	25 Apr/ 25 Sept	Complaint behaviours of clients Service recovery strategies

6 ASSESSMENT

6.1 General remarks

The assignments for this module are contained in **Addendum A**, further on in this tutorial letter. Before you do the assignments please study the rest of this section. Assignments are seen as part of your learning experience for this module. The process of doing the assignment includes studying the prescribed textbook, consulting other resources, discussing the work with fellow students or tutors, or doing additional research. You are, in fact, actively engaged in learning. Pay attention to the assessment criteria for each assignment as these criteria will help you to understand what is required of you.

6.2 Submission of assignments

You may submit your assignment in hard-copy (using a mark-reading sheet), or electronically via myUnisa.

Hard-copy assignments should be sent to:

The Registrar
PO Box 392
UNISA 0003

Assignments may not be submitted by fax or e-mail. You may also submit your assignments electronically via myUnisa.

To submit an assignment via *MyUnisa*

- Go to *MyUnisa*
- Log in with your student number and password.
- Select the module.
- Click on “assignments” in the left-hand menu.
- Click on the assignment number you want to submit.
- Follow the instructions on the screen.

For detailed information and requirements as far as the submission of assignments are concerned, see the brochure: *My Studies @ Unisa* that you received with your study material.

6.3 Assignments

- **Assignments to be submitted**

There are TWO assignments for this module that you have to submit, both which are in the form of fifteen multiple-choice questions. There are non-negotiable submission deadlines for each of these two assignments (see Addendum A further on). **You need to submit the first of these assignments if you wish to gain entry to the examination! Both compulsory assignments, however, contribute to your year mark.**

- **Self-evaluation assignment**

You will see that there is also a THIRD assignment that is for self-evaluation purposes only. It is in the form of an essay-type question and you must NOT submit this assignment. Instead, Guidelines for answering this assignment have been provided in this tutorial letter directly following the first two assignments (see Addendum A further on). This will help you to mark your assignment **after** you have completed it.

6.4 Commentaries and feedback on assignments

You will receive the correct answers to your assignment questions in Tutorial Letters 201 (for assignment 01) and 202 (for assignment 02). These tutorial letters will **only** be available on myUnisa. The assignments and the commentaries on these assignments constitute an important part of your learning and should help you to be better prepared for the next assignment and the examination.

6.5 Submission dates of compulsory assignments

Refer to Addendum A for assignment questions and submission dates.

6.6 Year marks

Your year mark, based on the mark obtained for the two compulsory assignments, contributes 20% towards your final mark, while your examination mark contributes 80%. The combined weighted average of your year mark and examination mark must be 50% or higher for you to pass the module. However, you must obtain a minimum of 40% in the examination, regardless of your year mark. If you obtain less than 40% in the examination your year mark will not be taken into account and you will fail. Here is an example of how the year mark and final mark are calculated:

Example:

Assignment mark 01 = 60%

Assignment mark 02 = 80%

Average mark = 70% (60% + 80% / 2)

20% of the assignment mark = 14%

Examination mark = 50%

80% of the examination mark = 40%

Final mark = (20% assignment mark) + (80% examination mark)

= 14% + 40%

= 54%

You will need a final mark of at least 45% to qualify for a supplementary examination. If a mark of less than 40% is awarded in the examination the year mark will not be taken into account. Refer to Tutorial Letter 301 MRMALL8/2018 for more information.

7 EXAMINATION

For general information and requirements as far as examinations are concerned, see the brochure: my Studies @ Unisa which you received with your study material.

7.1 Examination admission

Examination admission will be granted to all students who submit the first compulsory assignment. Students who do not submit the first assignment will NOT be allowed to write the examination.

7.2 Examination period

This module is offered on a semester basis, which means that there are two registrations each year. If you register at the start of the year (1st semester registration), you will write the examination in May/June 2018, while the supplementary examination (if applicable to you) will be written in October/November 2018. If you register in the middle of the year (2nd semester registration), you will write the examination in October/November 2018, while the supplementary examination will be written in May/June 2019.

During the year the Examination Section will provide you with information regarding the examination in general, as well as information on examination venues, examination dates and examination times.

7.3 Examination paper

The format of the examination paper for undergraduate modules is as follows:

ALL EXAMINATION PAPERS ARE TWO-HOUR EXAMINATIONS!

Third-level modules:

- The examination paper comprises two sections:
- Section A is compulsory and counts 20 marks. This section will consist of multiple-choice questions.
- Section B counts 50 marks. You will be given three 25-mark questions, of which you have to answer two. These questions will be essay-type questions and may have subsections. These questions may be based on a case study.

Comment

If you are not sure whether your module is a 1st-, 2nd-, or 3rd-level module, simply check the numbering in the module code. For example, ASP141Y is a 1st-level module; MNM202Y is a 2nd-level module, while MND303V is a 3rd-level module.

8 FREQUENTLY ASKED QUESTIONS

The my *Studies @ Unisa* brochure and Tutorial Letter 301 MRMALL8/2018 contains an A-Z guide of the most relevant study information.

9 CONCLUDING REMARKS

We hope that you will enjoy this module. We believe it to be a very useful and practical module. Remember that the module requires you to work at your studies – the more you do, the more you will get out of your studies. Do not hesitate to contact me if you have any **academic** queries.

Kind regards,



DP Theron
Department of Marketing and Retail Management
UNISA

ADDENDUM A – ASSIGNMENTS

There are **THREE** assignments for this module.

There are **TWO** assignments that should be submitted. **Both** assignments contribute to your **year mark**. You need to submit the **first** of these assignments if you wish to gain **entry** to the examination! The submission dates of these two assignments are non-negotiable. The third assignment (Assignment 03) is a **self-evaluation assignment** and must **NOT** be submitted to the university.

VERY IMPORTANT NOTICE:

The assignments 01 & 02 for semester 1 are different from the assignments for semester 2.

ASSIGNMENTS – SEMESTER 1

Make the following changes in your study guide before answering the assignment.

ERRATA: Please make the following changes to your study guide:

Page 26, sec 3.3 should read: Study sec 4.4 and 4.5 (not 4.3) Page 28, sec 3.4 should read: Study sec 4.6 (not 4.4)

Page 44, sec 5.6 should read: Study sec 2.11 (not 2.13)

SEMESTER 1:

(not for 2nd semester students)

ASSIGNMENT 01: COMPULSORY – Must be submitted to gain examination entry.

When submitting this assignment, be sure to use the correct **unique number** as detailed below:

Semester	Due date	Unique number
1 (Ass 01)	16 March 2018	781938

This assignment consists of fifteen multiple-choice questions. Refer to section 7 of this tutorial letter for information on the submission of assignments.

Question 1

Unisa's study package offered to students can be classified as a ...

1. pure tangible product.
2. tangible product with peripheral services.
3. physical product with an integral service component.
4. pure service product.

Question 2

The advice given by a shop assistant to a client who wishes to buy a bicycle is regarded as a ... service according to the product/service continuum.

1. peripheral
2. tangible
3. pure
4. integral

Question 3

Study case study: BulkSMS.com. Most customers buying this company's products can be classified as exhibiting

1. complex buying behaviour.
2. dissonance reducing buying behaviour.
3. habitual buying behaviour.
4. variety-seeking buying behaviour.

Question 4

Study case study: 1st for Woman Insurance. When the company calls an interested client to explain to him/her what their product package is all about, the client is in which phase of the purchase process?

1. Awareness of need stage
2. Information search stage
3. Service encounter stage
4. Service evaluation stage

Question 5

Study case study: Africa Media Online. If this company does research to determine to what extent its support is the result of word of mouth "promotion" by existing clients it is studying ... factors influencing buying behaviour.

1. psychographic
2. general
3. demographic
4. group

Question 6

Study the 1st for Women Insurance case study. Explain to them the advantages of primary marketing research are. From the options below, which one is a disadvantage?

1. The data gathered is first-hand
2. The research is focused on the specific information needs of the organisation
3. Due to the narrow focus of the research its relative cost is lower
4. The organisation can decide who may have access to the research findings

Question 7

Study the Hippo.co.za case study. The management of Hippo decides to do research among some of its employees about their attitudes towards complaining customers. The employees are known as the ...

1. target population.
2. sample frame.
3. respondents.
4. panel group.

Question 8

Which one of the following is not an example of an element of the service marketing mix?

1. An additional fee is charged if the product is installed in the client's house.
2. The investment consultant firm has branches countrywide.
3. Potential clients are called telephonically to inform them of the available service options.
4. All past clients are sent a questionnaire to ascertain how they feel about the quality of service rendered.

Question 9

Which one of the following is a "new" decision area (element) of the service marketing mix?

1. The dimensions (elements) of the service product
2. The procedure followed in presenting the service to customers
3. Marketing communication about the service features
4. The target market at which the service is delivered

Question 10

Maestro's is an up-market restaurant on the Cape Town waterfront. Many people regard its French cuisine and ambiance as the best in the city. Which approach to evaluate the restaurant's product and service quality do these customers use?

1. User-based approach
2. Transcendent approach
3. Value-based approach
4. Manufacturer-based approach

Question 11

The quality of Unisa's study guides addresses which dimension of service quality?

1. empathy
2. tangibles
3. responsiveness
4. assurance

Question 12

Study case study: Vital Health Foods. If a potential customer is not quite sure whether the health products that Vital sells are exactly what he/she is looking for, which service quality dimension does the firm need to address to make sure that the "sale" takes place?

1. Assurance
2. Empathy
3. Reliability
4. Tangibility

Question 13

The SERVQUAL measurement instrument is based on which of the following groups of performance criteria?

1. company service performance and product image among clients
2. service quality and sales
3. company service performance and customers expectations of service quality
4. service quality and market share

Question 14

A company has done country-wide research to determine the perception of customers regarding the services it renders, only to find that many customers are not satisfied by the company's performance. The company has decided to improve their customer service a lot. Which gap will not be addressed primarily when the company decides on the way forward?

1. The knowledge gap
2. The standards gap
3. The service delivery gap
4. The communication gap

Question 15

As part of the redefining of their business model a company is planning to add a new service to their product portfolio. In the service development exercise they, inter alia, look at how this service is being presented by their competitors. In which phase of the process is this aspect addressed?

1. Idea generation
2. Service concept development
3. Service developing and testing
4. Market testing

Assignment 02 of semester 1 starts on the next page

Make the following changes in your study guide before answering the assignment.

ERRATA: Please make the following changes to your study guide:

Study unit 9 and 10: Please note that these two study units also refer to “Process”, one of the “new” elements of the service marketing mix (the 7p’s). In a question on the service marketing mix as a whole, or a question on the “new” service mix elements, these two units must be discussed as part of the “Process element”. Make a note in your study guide in this regard.

Page 69, sec 9.1 should read: Study sec 7.2 in your prescribed book **and** sec 11.2 further on in the study guide

Page 70, sec 9.1.2. The heading should read: The types of service contacts.

In this Study unit focus on the **levels** of interaction, the **types** of service contacts and the **timing** of service delivery (p 73)

Page 98, sec 12.2 should read: Study sec 10.4.3 (not sec 10.3.3)

Page 99, sec 12.3 should read: Study sec 10.4 up to 10.4.3 and the adapted fig 10.1

Page 106, sec 13.2 should read: Study sec 13.4.2.1 in the prescribed book

SEMESTER 1: ASSIGNMENT 02: (not for semester 2 students)
COMPULSORY – Contributes to your year mark.

When completing the mark-reading sheet **or** submitting this assignment via *myUnisa*, be sure to use the correct unique number as provided below:

Semester	Due date	Unique number
1 (Ass 02)	13 April 2018	768049

This assignment consists of fifteen multiple-choice questions. Refer to section 7 of this tutorial letter for information on the submission of assignments.

Question 1

Study case study: Blue Apple. The product that the company sells is highly complex and there are a number of competitive products in the market place. Which aspect of their marketing communication effort is of particular importance?

1. Ensuring that internal communication is performed well
2. Making sure that customers know exactly what they are buying
3. Making sure that customers do not expect too much of their product
4. Ensuring that their advertisements do not make any false claims

Question 2

An individual telling a friend that he receives excellent service from Capitec Bank can be classified as what kind of promotion instrument?

1. personal selling
2. word-of-mouth
3. direct marketing
4. public relations

Question 3

Jim is a frontline employee working for a company that repairs television sets. He is responsible for receiving clients at the front desk and to do a few basic tests on their television sets to determine what is wrong with it. If he is unable to fix the problem he suggests to the client that the television set be repaired by their technicians. At which level of the vertical empowerment continuum would you classify his job?

1. Production line
2. Job involvement
3. Suggestive involvement
4. High involvement

Question 4

Your cell phone is not working. You phone your service provider and they help you to fix the problem over the phone. This level of service contact is known as a ...

1. direct-contact service.
2. high-contact service.
3. medium-contact service.
4. low-contact service.

Question 5

In the case of a medical doctor, which one of the following is not a consideration when addressing the timing of his service delivery?

1. Whether the doctor is available in the case of an emergency
2. Whether he should do house visits
3. If the reception area is comfortable
4. Whether patients believe that he spends too little time with them

Question 6

Study the Bio-Strath case study. If the frontline employees of the company find it difficult to answer customers' queries because the organisation's customer data base is not properly updated, it is an example of ...

1. boundary-spanning conflict.
2. inter-customer/employee conflict.
3. organisation/employee conflict.
4. internal marketing conflict.

Question 7

An organisation's service policy states that: "Service personnel will assist ALL customers AT ALL TIMES, even if they are abusive." This statement may lead to ... conflict.

1. Inter-customer
2. organisation/employee
3. organisation/customer
4. inter-customer/employee

Question 8

A person who has always made his overseas travel arrangements through his local travel agent, but is now doing his own bookings over the internet is fulfilling which customer role?

1. Customer as competitor
2. Customer as co-producer
3. Customer as employee
4. Customer as contributor

Question 9

Which one of the following is not a customer's "job" (role)?

1. A customer doing an electronic money transfer from home.
2. A company awarding a customer for introducing their product to friends.
3. A person helping a colleague to install a software programme on his laptop.
4. Setting service standards.

Question 10

An organisation's physical evidence does not impact on the following customer response:

1. the geographical spread of the organisation's service delivery points.
2. the social interaction between the customers.
3. making the customer more aware of the quality of the organisation's service.
4. influencing the customer to spend more money.

Question 11

In terms of the “Framework for servicescape effects on customer behaviour” (the adapted fig 10.1 in the prescribed book), which one of the following is not a customer response?

1. social interaction between the customer and the service employee.
2. ambient conditions
3. external customer behaviour
4. internal customer behaviour

Question 12

Which one of the following is not an advantage of retaining customers?

1. Brand loyal customers can be regarded as an asset of the organisation
2. It costs less to serve “old” customers
3. Loyal customers complain less when service is poor
4. It is cheaper to keep existing client that get new ones

Question 13

Which one of the following is not a customer complaint action?

1. Sue the company for restitution
2. Decide to keep quiet about the poor service
3. Improve the service that is rendered
4. Writing a letter to the local newspaper

Question 14

If a customer decides not to act directly on poor customer service received, but only to tell friends and family not to support the company again, he is categorised as a ...

1. Voicer
2. Passive.
3. Irate.
4. Activist

Question 15

Customers that decide to complain directly with the service provider about the bad service they have received are known as ...

1. Irates.
2. Activists.
3. Voicers.
4. Complainers.

Assignment 03 follows on the next page

ASSIGNMENT 03 – SELF-EVALUATION – Not to be submitted

Note that the question below is a good example of a typical examination question and should be used as such in your preparation for the examination. As a general guideline, we suggest that you write approximately four pages for this assignment (and 2½ pages in the examination for a 15-mark question). Do not expect a high mark if you do not produce the correct volume and content, or do not apply the theory in a practical way. Guidelines for answering this assignment have been provided directly following the question.

Repositioning for survival

Small Boutique Hotels (SBH) is a company that has established a number of small exclusive hotels in towns throughout South Africa. Although the company is doing well financially, the results are not as good as were expected. Five years ago, when the business was launched, the owner managers forecasted that by now they should have gained the support of a large portion (at least 60%) of the visitors to the towns where the hotels are situated. However, preliminary research has shown that they hardly enjoy any support from holiday makers, be it those that holiday in the area, or those passing through on their way to other destinations. Their guests are mostly business people staying over on their way to bigger business centres.

The managing director has asked you, a customer service consultant, to attend a workshop for the top and middle management of SBH. The aim of the workshop is to review the strategy of the company, with the aim of repositioning it in the market place. Your brief is to explain to the team what the “service package” of the organisation is. You should use the service marketing mix as a point of departure and then discuss how the service package could be evaluated among existing and potential customers, by using the SERVQUAL technique. By utilising the Gaps model, also indicate that the research may uncover shortcomings in their strategy,

Prepare your presentation to the management team by answering the following questions.

Answer:

First of all your report must have a proper title, then an introduction, followed by a number of headings and sub headings. The main sub headings will be the main topics that you have to cover in your report.

Before you continue, identify the main topics of your report as indicated in the case study above. Study the case it again. This is an important exercise as you must always ensure that you know exactly which areas have to be discussed in each question in the examination. In many cases an examination question requires you to discuss two aspects, only for us to discover that many students have discussed only one of them.

The main topics of this assignment are:

- The service marketing mix which actually represents the “service package” of an organisation
- The Servqual technique for evaluating service quality
- The Gaps model/theory

Therefore, this is how the structure of your report should look like:

Title: A report on identifying and evaluating the service package of Small Boutique Hotels

1. Introduction or Background
2. The service package of Small Boutique Hotels
3. Using Servqual for evaluating service quality
4. The Gaps model for evaluating the service strategy of Small Boutique Hotels
5. Summary

Please note that in the examination you will usually be expected to discuss one or two aspects and show how the two are related. Let us now briefly look at the three topics of this assignment and also show how they are related to one another.

The service package of Small Boutique Hotels

Remember that in the examination your answers must be a combination of the material in the prescribed book **and** the study guide.

The “service package” of a company selling a “pure” service product is represented by the service marketing mix (the prescribed book calls it the service value mix). The service marketing mix is discussed in section 1.3 and 4.1 in the study guide. You will notice that it is made up of the traditional four p’s (**p**roduct, **p**rice, **p**romotion and **p**lace) as well as three “new” p’s, namely **p**eople, **p**rocesses and **p**hysical evidence. (We have discussed service processes in study unit 9 as part of the place or distribution decisions in service delivery). We have also added a fourth new “p”, namely **p**rofessional relationships, more commonly called Customer Relationships.

So how must you go about discussing a question on the service marketing mix? Well, you must study section 1.3 in study unit 1 and section 4.1 in study unit 4 of the study guide. You will notice that these sections also provide guidelines for studying the rest of the study material. For instance, the service product is discussed in study unit 5 and 6. Further on physical evidence is discussed in study unit 12, and so forth. Therefore, if we ask you a question on the service marketing mix in the examination we expect you to briefly discuss section 1.3 and 4.1 and thereafter write a paragraph on each of its seven service elements. Remember that for all the questions in the examination you are expected to discuss the relevant sections in **both** the study guide **and** the prescribed book.

Using Servqual for evaluating service quality

This measurement technique is discussed in section 5.5 in the study guide **and** section 2.9 in the prescribed book. The following aspects need to be discussed under this topic. First of all explain the two values in the Servqual equation, that is, the customer's **service expectations** and his **service experience**, after the service has been rendered. Indicate that the gap (called the services gap in figure 2.6 in the prescribed book) that exists between these two values can either be positive, neutral or negative. If the service experience of a customer exceeds the service quality he expected to receive it means that he will be more than satisfied with the service. If the two values are fairly similar the customer's feelings will be neutral, and negative if he expected more than he received. Now show how this gap is measured.

The service expectations and service experiences of customers are measured by using 22 specific service quality dimensions, that eventually adds up as indicators of five general service quality areas, namely the tangibles delivered by the service provider, the assurances given to customers that they have made the right choice, and the reliability, responsiveness and empathy shown in the way that the service is rendered. You must also show how the questions are structured to measure the 22 specific service quality dimensions. The value and criticisms of Servqual can then be summarised in a paragraph each.

The Gaps model for evaluating the service strategy of Small Boutique Hotels

Where Servqual measures the gap that exists between customers' service expectations and their service experiences, the Gaps model/theory aims to identify what the reasons are for this discrepancy to exist. Obviously using the Gaps model is more prevalent in the case where a Servqual research venture has found that a negative perception exists in the minds of customers regarding the service they expected, compared to what they received. The relationship between Servqual research and the Gaps model is clearly shown in figure 2.6 in the prescribed book. This figure shows the service delivery and service consumption process, from where customers express certain expectations/demands, to how these expectations are interpreted/understood by the service provider and acted upon, to where customer expresses their level of satisfaction. Throughout this process a number of discrepancies (gaps) exist that may impact on the level of satisfaction that customers experience. You must be able to discuss each of these gaps in a paragraph each by also showing what the organisation can do to bridge these gaps.

The assignments for the second semester follow on the next page.

ASSIGNMENTS –SEMESTER 2

There are **THREE** assignments for this module.

The first **TWO** assignments are **COMPULSORY** and must be submitted. **Both** compulsory assignments contribute to your **year mark**. You need to submit the **first** of these assignments if you wish to gain **entry** to the examination! The submission dates of these two assignments are non-negotiable.

The third assignment (Assignment 03) is a **self-evaluation assignment** and must **NOT** be submitted to the university.

VERY IMPORTANT NOTICE:

The assignments 01 & 02 for semester 1 are different from the assignments for semester 2.

Make the following changes in your study guide before answering the assignment.

ERRATA: Please make the following changes to your study guide:

Page 23, sec 3.1 should read: Study only the section below. Delete the reference to sec 4.1

Page 26, sec 3.2 should read: Study only the section below. Delete the reference to sec 4.2

Page 26, sec 3.3 should read: Study sec 4.4 and 4.5 (not 4.3)

Page 28, sec 3.4 should read: Study sec 4.6 (not 4.4)

Page 44, sec 5.6 should read: Study sec 2.11 (not 2.13)

SEMESTER 2:

(not for 1st semester students)

ASSIGNMENT 01: COMPULSORY – Must be submitted to gain examination entry.

When submitting this assignment, be sure to use the correct **unique number** as detailed below:

Semester	Due date	Unique number
2 (Ass 01)	24 August 2018	791578

This assignment consists of fifteen multiple-choice questions. Refer to section 7 of this tutorial letter for information on the submission of assignments.

Question 1

The expectation of a patient that a medical doctor is competent to perform certain medical procedures forms part of the customer's ...

1. tangible needs.
2. augmented needs.
3. core needs.
4. service image.

Question 2

Which one of the following is a "new" element/component of the service marketing mix?

1. An advertising campaign of a bank introducing new investment options.
2. The response of customers on the availability of a bank's automatic teller machines (ATM's)
3. The steps followed in addressing a client's complaint.
4. The cost involved in delivering the service at the client's offices rather than at the premises of the service provider.

Question 3

Which one of the following is not an example of an element of the service marketing mix?

1. An additional fee is charged if the product is installed in the client's house.
2. The investment consultant firm has branches countrywide.
3. Clients are called telephonically to inform them of the available service options.
4. The organisation is researching customers' perceptions regarding their service quality.

Question 4

Peter wants to sell his house. He believes that all real-estate agents render more or less the same services. Deciding which estate agent to appoint to sell his house represents ... buying behaviour for Peter.

1. habitual
2. complex
3. variety-seeking
4. dissonance-reducing

Question 5

Sarah decides to enroll with Unisa for the first time. Completing the registration form represents which phase in her buying decision-making process?

1. need awareness stage
2. buying decision stage
3. service encounter stage
4. post decision stage

Question 6

An organisation asking a few customers how good their service was, when they leave the shop is doing ...

1. secondary research.
2. qualitative research.
3. research design.
4. sampling.

Question 7

A company decides to do research among some of its employees about their attitudes towards complaining customers. The firms employees are known as the ...

1. target population.
2. sample frame.
3. respondents.
4. panel group.

Question 8

Which one of the following is not an advantage of primary marketing research?

1. The data gathered is first-hand
2. The research is focused on a specific information need of the organisation
3. Due to the narrow focus of the research its relative cost is lower
4. The organisation can decide who may have access to the research findings

Question 9

Maestro's is an up-market restaurant on the Cape Town Waterfront. Many people regard its French cuisine and ambiance as the best in the city. Which approach to evaluate the restaurant's product and service quality do these customers use?

1. User-based approach
2. Transcendent approach
3. Value-based approach
4. Manufacturer-based approach

Question 10

Study the case study: 1st for Women Insurance. Five primary service dimensions are utilised in the Servqual instrument for measuring service quality. If the company's customers believe that the post-sale service that they received from the company is poor it reflects on which of these service dimensions?

1. responsiveness dimension
2. intangible dimension
3. empathy dimension
4. assurance dimension

Question 11

Study case study: BulkSMS.com. If the company decides to determine the service satisfaction of their customers by using the SERVQUAL technique for measuring service quality one of the aspects they will have to consider is ...

1. whether the customers have supported a competitor's product in the past.
2. whether the customers have supported BulkSMS.com in the past.
3. whether the customers believed that the quality of BulkSMS.com products are the best before they bought it.
4. to what extent the company is prepared to customize their products to the unique requirements of individual customers.

Question 12

According to the Gaps model of service quality the difference between the service quality standards that the organisation believes should be adequate and the expectation of the customer of what the service quality should be is known as the ...

1. intangibility gap.
2. research gap.
3. development gap.
4. knowledge gap.

Question 13

A company has done country-wide research to determine the perception of customers regarding the services it renders, only to find that many customers are not satisfied by the company's performance. The company has decided to improve their customer service a lot. Which gap will not be addressed primarily when the company decides on the way forward?

1. The knowledge gap
2. The standards gap
3. The service delivery gap
4. The communication gap

Question 14

"Service development and testing" is which step in the new service development process?

1. Step 2
2. Step 3
3. Step 4
4. Step 5

Question 15

Study case study: Blue Apple. As part of the redefining of their business model the company is planning to add a new service to their product portfolio. In the service development exercise they, inter alia, look at how this service is being presented by their competitors. In which phase of the process is this aspect addressed?

1. Idea generation
2. Service concept development
3. Service developing and testing
4. Market testing

Assignment 02 of semester 2 starts on the next page

Make the following changes in your study guide before answering the assignment.

ERRATA: Please make the following changes to your study guide:

Study unit 9 and 10: Please note that these two study units also refer to “Process”, one of the “new” elements of the service marketing mix (the 7p’s). In a question on the service marketing mix as a whole, or a question on the “new” service mix elements, these two units must be discussed as part of the “Process element”. Make a note in your study guide in this regard.

Page 69, sec 9.1 should read: Study sec 7.2 in your prescribed book **and** sec 11.2 further on in the study guide

Page 70, sec 9.1.2. The heading should read: The types of service contacts.

In this Study unit focus on the **levels** of interaction, the **types** of service contacts and the **timing** of service delivery (p 73)

Page 98, sec 12.2 should read: Study sec 10.4.3 (not sec 10.3.3)

Page 99, sec 12.3 should read: Study sec 10.4 up to 10.4.3 and the adapted fig 10.1

Page 106, sec 13.2 should read: Study sec 13.4.2.1 in the prescribed book

SEMESTER 2: (not for semester 1 students)

ASSIGNMENT 02: COMPULSORY – Contributes to your year mark.

When completing the mark-reading sheet **or** submitting this assignment via *myUnisa*, be sure to use the correct unique number as provided below:

Semester	Due date	Unique number
2 (Ass 02)	28 September 2018	805289

This assignment consists of fifteen multiple-choice questions. Refer to section 7 of this tutorial letter for information on the submission of assignments.

Question 1

In terms of service products, four demands are put on the marketing communication effort of an organisation. Which one of the following is not one of these demands?

1. The promotion effort must not claim that the firm always delivers the best service in its industry.
2. The advertising campaign can also be utilised to educate customers on how the service should be used.
3. Sales promotion can be used to motivate salespeople to sell more service packages.
4. The promotion manager must ensure that the messages content of the direct marketing and the personal selling effort are not altered.

Question 2

An insurance broker explaining to a client the different insurance options available to him cannot be classified as ...

1. personal selling.
2. word-of-mouth.
3. direct marketing.
4. public relations.

Question 3

Price skimming is a pricing strategy that is based on the following value that customers seek from a service:

1. Value means a low price.
2. Value means more and superior service features.
3. Value is a service that is well priced.
4. Value is a good deal – I will accept fewer service features at a lower price.

Question 4

Which **one** of the following is **not** a type of service delivery contact?

1. The ambulance service is on permanent standby
2. The customer always stays at City Lodge hotels when going out of town
3. A garden service company visits its clients once a week
4. An internet service provider installs its internet package while customers are on the phone

Question 5

Which of the following factors are important considerations In terms of the service delivery process (the place decision)?

- a The extent of interaction that the organisation wants to have with their clients.
- b The manner in which the customer expects to have contact with the service provider.
- c Whether intermediaries should be involved in service delivery.
- d How the customers wants the service provider to communicate with him/her.

1. a and b
2. a and c
3. a, b and c
4. a, b and d

Question 6

Jim is a frontline employee working for a company that repairs television sets. He is responsible for receiving clients at the front desk and to do a few basic tests on their television sets to determine what is wrong with it. If he is unable to fix the problem he suggests to the client that the television set be repaired by their technicians. At which level of the vertical empowerment continuum would you classify his job?

1. Production line
2. Job involvement
3. Suggestive involvement
4. High involvement

Question 7

An organisation's service policy states that: "Service personnel will assist ALL customers AT ALL TIMES, even if they are abusive." This statement may lead to ... conflict.

1. inter-client
2. organisation/employee
3. organisation/customer
4. inter-customer/employee

Question 8

Developing an intrinsic and/or extrinsic reward system for employees that have excelled in the customer service delivery is called ...

1. empowerment
2. internal marketing
3. boundary-spanning
4. enfranchisement

Question 9

The case where bank client draws money of an ATM the level of customer interaction are classified as ...

1. impersonal.
2. low.
3. moderate.
4. Indirect

Question 10

In terms of customer roles, if a customer is trained to operate and fix a new computer software package independently of its supplier the customer is classified as a ...

1. participant.
2. contributor.
3. independent.
4. competitor.

Question 11

An organisation's physical evidence does not impact on the following customer response:

1. the geographical spread of the organisation's service delivery points.
2. the social interaction between the customers.
3. making the customer more aware of the quality of the organisation's service.
4. influencing the customer to spend more money.

Question 12

In terms of the "Framework for servicescape effects on customer behaviour" (the adapted fig 10.1 in the prescribed book), which one of the following is not a customer response?

1. social interaction between the customer and the service employee.
2. ambient conditions
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Assignment 03 follows on the next page

ASSIGNMENT 03 – SELF-EVALUATION – Not to be submitted

Note that the question below is a good example of a typical examination question and should be used as such in your preparation for the examination. As a general guideline, we suggest that you write approximately four pages for this assignment (and 2½ pages in the examination for a 15-mark question). Do not expect a high mark if you do not produce the correct volume and content, or do not apply the theory in a practical way. Guidelines for answering this assignment have been provided directly following the question.

Repositioning for survival

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Prepare your presentation to the management team by answering the following questions.

Answer:

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Before you continue, identify the main topics of your report as indicated in the case study above. Study the case it again. This is an important exercise as you must always ensure that you know exactly which areas have to be discussed in each question in the examination. In many cases an examination question requires you to discuss two aspects, only for us to discover that many students have discussed only one of them.

The main topics of this assignment are:

- The service marketing mix which actually represents the “service package” of an organisation
- The Servqual technique for evaluating service quality
- The Gaps model/theory

Therefore, this is how the structure of your report should look like:

Title: A report on identifying and evaluating the service package of Small Boutique Hotels

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3. Using Servqual for evaluating service quality
4. The Gaps model for evaluating the service strategy of Small Boutique Hotels
5. Summary

Please note that in the examination you will usually be expected to discuss one or two aspects and show how the two are related. Let us now briefly look at the three topics of this assignment and also show how they are related to one another.

The service package of Small Boutique Hotels

Remember that in the examination your answers must be a combination of the material in the prescribed book **and** the study guide.

The “service package” of a company selling a “pure” service product is represented by the service marketing mix (the prescribed book calls it the service value mix). The service marketing mix is discussed in section 1.3 and 4.1 in the study guide. You will notice that it is made up of the traditional four p’s (**p**roduct, **p**rice, **p**romotion and **p**lace) as well as three “new” p’s, namely **p**eople, **p**rocesses and **p**hysical evidence. (We have discussed service processes in study unit 9 as part of the place or distribution decisions in service delivery). We have also added a fourth new “p”, namely **p**rofessional relationships, more commonly called Customer Relationships.

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This measurement technique is discussed in section 5.5 in the study guide **and** section 2.9 in the prescribed book. The following aspects need to be discussed under this topic. First of all explain the two values in the Servqual equation, that is, the customer's **service expectations** and his **service experience**, after the service has been rendered. Indicate that the gap (called the services gap in figure 2.6 in the prescribed book) that exists between these two values can either be positive, neutral or negative. If the service experience of a customer exceeds the service quality he expected to receive it means that he will be more than satisfied with the service. If the two values are fairly similar the customer's feelings will be neutral, and negative if he expected more than he received. Now show how this gap is measured.

The service expectations and service experiences of customers are measured by using 22 specific service quality dimensions, that eventually adds up as indicators of five general service quality areas, namely the tangibles delivered by the service provider, the assurances given to customers that they have made the right choice, and the reliability, responsiveness and empathy shown in the way that the service is rendered. You must also show how the questions are structured to measure the 22 specific service quality dimensions. The value and criticisms of Servqual can then be summarised in a paragraph each.

The Gaps model for evaluating the service strategy of Small Boutique Hotels

Where Servqual measures the gap that exists between customers' service expectations and their service experiences, the Gaps model/theory aims to identify what the reasons are for this discrepancy to exist. Obviously using the Gaps model is more prevalent in the case where a Servqual research venture has found that a negative perception exists in the minds of customers regarding the service they expected, compared to what they received. The relationship between Servqual research and the Gaps model is clearly shown in figure 2.6 in the prescribed book. This figure shows the service delivery and service consumption process, from where customers express certain expectations/demands, to how these expectations are interpreted/understood by the service provider and acted upon, to where customer expresses their level of satisfaction. Throughout this process a number of discrepancies (gaps) exist that may impact on the level of satisfaction that customers experience. You must be able to discuss each of these gaps in a paragraph each by also showing what the organisation can do to bridge these gaps.