

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
MAY 2012

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TITLE OF PAPER : SERVICES MARKETING
COURSE CODE : BA 424 FULL TIME, BA 424 IDE
TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER (6)
2. SECTION A IS COMPULSORY
3. ANSWER ANY THREE (3) QUESTIONS IN SECTION B
4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONGSIDE THE QUESTION

NOTE:
MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, FOR ORDERLY, AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLES.

SPECIAL REQUIREMENTS: NONE

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS BEEN GRANTED BY THE INVIGILATOR.

SOURCE :MY BRILLIANT CAREER - KEEPING ABREAST OF BABY- CARE TRENDS. Karen Van Rensburg spoke to Margaret Harris..

(Sunday Times, Business Times, Money and Careers.November 27,2011)

Karen Van Rensburg travels extensively to source and test baby products. A large proportion of the baby products South African parents have come to trust found their way onto local shelves because of Van Rensburg, She spoke to Margaret Harris about how much she enjoys finding products that simplify parents lives.

What do you do?

I am the general manager of a baby brand distribution company called Fountain Medical. We find and bring relevant baby brands like Philips Avent, BabBjorn, Clevamama and DiaperChamp into the South African marketplace.

What do you love most about your job?

I travel around the world and find products that make the lives of South African moms easier, as well as aiding in the growth and education of their babies and toddlers.

How did you find yourself in this position?

I have been with Fountain Medical for a number of years. The company started as a supplier of medical systems but through work with paediatric equipment, we became more focused on the infant market and moved onto lifestyle products as opposed to medical systems.

Are you a mother?

With the amount of experience and dealings I have had with moms and babies, I feel like a mother to other mothers. I don't have children of my own but enjoy being able to help other mothers with the functional and enjoyable products that we supply.

How does this affect the choices you make in terms of the products you bring into South Africa?

We bring products and product ranges into the country based on the trends in the parenting industry and seek out reputable high quality and functional brands.

We have good relationships with our suppliers and our rental network to ensure that there is an open channel of communication in terms of what parents in South Africa need to ensure the best for their children.

What are some of the next big trends in the baby market?

Health, wellbeing and safety are among the highest priorities of parents today. We are very aware of the research being done into what is best for the baby and make sure that our products complement the level of education and wellbeing required for parents in South Africa.

There is so much available for new parents to buy : what are the things you really need for a new baby?

We are discovering more and more that breast feeding is one of the best things you can do for your child, and as such we bring some of the best breast pumps and accessories into the market to support this.

It is also essential for babies to feel close to their parents while feeling safe and secure. In this regard we have brought out a range of carriers that supply functionality and back support for parents as well as comfort and stability for their babies.

We also supply specialized pillows that can prevent flat head syndrome for babies and toddlers which is also an essential and affordable item.

What would be your ideal baby shower gift, if money were of no concern?

The electronic monitors and breast pumps that are on the market today are some of the most functional products to ensure the health and wellbeing of parents and their babies. I believe that among many possible baby shower products, a good electric breast pump, bottle and soother sterilizer and baby monitor are the most prized items.

What do you find challenging about your work?

The parenting product market is large and it is often challenging to determine what products will be popular in the South African market, which is quite dynamic. We try to find aesthetic and functional products, but this is not always an easy combination to find.

What is your Favorite time of day?

After a long busy day, I love getting home and just collecting my thoughts, while planning the exciting new projects to work on the next day.

What or who inspires you?

I am inspired by the nurses, doctors, moms and dads I meet through my work.

SECTION A

QUESTIONS

1. Fountain Medicals is a typical example of a company gone through a number of segmentation and positioning processes.

Discuss. (16 marks)

2. Discuss the determinants of the products Fountain Medicals markets.

(4 marks)

3. Customer service is critical to Fountain Medicals. Explain. (6 marks)

4. a. Does Fountain Medicals believe that market condition are flux ?

Discuss. (2 marks)

b. Discuss the changes expected in the market (6 marks)

5. Explain the three lifestyle requirements and changes defining what babies need today. (6 marks)

SECTION B

QUESTIONS

Q. 1 There are fundamental differences between goods and services.

- a. Name at least four fundamental differences (8 marks)
- b. List at least three implications of each fundamental difference (12 marks)

Q. 2 Name and briefly describe with examples the four broad steps in the segmentation process. (20 marks)

Q.3 Ethical issues are of growing importance in any business.

How do each of the basic characteristics of services present opportunities for ethical misconduct. Discuss. (20 marks)

Q.4 Physical evidence is critical in marketing of services.

Name and explain with examples three broad categories of physical evidence (20 marks)

Q. 5 Service recovery is very important today to any Company whether small or big. List and describe with examples the four types of service failures. (20 marks)