

International Islamic University Chittagong
Department of Economics & Banking
Final Examination, Autumn-19
Program: BSS(Honours)

Course Code: MKTG 3502
 Time: 24 Hours

Course Title: Marketing of Bank Services
 Full Marks: 40

Answer any four of the following questions. All parts of a question must be answered sequentially. Figures in the right margin indicate full marks.

1. (a) Suppose you are the branch manager of a bank. How you will implement in your branch the knowledge of service recovery paradox? Which Hadith of Prophet Muhammad (sm.) is identical to recovery paradox? 3.0
- (b) Discuss the types of actions that customers can take in response to a service failure? As a manager, would you want to encourage your clients to be voicers? If so, how? 4.0
- (c) Describe an instance in which you experienced a service failure and an effective recovery. 3.0

2. (a) Describe and give an example of how servicescapes play each of the following strategic roles: package, facilitator, socializer and differentiator. 5.0
- (b) Show in a table the elements of physical evidence. 3.0
- (c) Write the guidelines for physical evidence strategy. 2.0

3. (a) Why are service employees critical to the success of any service organization? 4.0
- (b) Choose a service provider (your doctor, lawyer, dentist, banker) with whom you are familiar, and discuss this person could positively influence the five dimensions of service quality in the context of delivering his or her services. 4.0
- (c) Why do service employees need training? 2.0

4. (a) Using your own personal examples, discuss the general importance of *customers* and *other customers* in the successful creation and delivery of service experiences. 4.0
- (b) Discuss the customer's role as *productive resources* for the firm. Describe a time when you played this role. What did you do and how did you feel? 3.0
- (c) Discuss the customer's role as *competitor* for the firm. Describe a time when you played this role. What did you do and how did you feel? 3.0

End.