



SEPTEMBER 2015

CUSTOMER SERVICE MANAGEMENT IN SPORT

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. Describe the additional three 'P's in the expanded marketing mix for services. Use relevant sport and recreation examples in your answer. [20]
 - 2. Explain what the **provider gaps** are and explain the key factors leading to provider gap2: service design and standards gap. Use relevant examples from sport and recreation in your answer. [20]
 - 3. Describe and explain the TWO factors that influence the 'desired service' in the 'zone of tolerance' model. Use relevant sport and recreation examples in your answer. [20]
 - 4. Explain the relationship between 'customer satisfaction' and 'service quality' using relevant examples from sport and recreation. [20]
 - 5. Explain what **complaint solicitation** is, and what its benefits are, using examples from sport and recreation. [20]
 - 6. Explain what the 'outcomes' are in the 'relationship development model'. Use examples from sport and recreation. [20]
 - 7. Explain FOUR types of 'complainers', using examples from sport and recreation. [20]
 - 8. Explain the characteristics of effective 'service guarantees'. Give examples from sport and recreation. [20]

