EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce & Management

Final Year First Semester Examination in Business Administration
Specialization in Marketing Management 2009/2010 (December 2010)

MKT 4153- MANANGEMENT OF CUSTOMER SERVICE

Answer all questions   Time: Three Hours

Boyne USA Resorts

Q 01)

Boyne USA, the fifth largest ski operator in the United States, operates skiing, golf, and lodging properties throughout the nation. Its skiing operations include Big Sky in Montana, Crystal Mountain in Washington, Bringhton in Utah, and two sky resorts in Michigan. The services marketing company owns lodging and golf resort properties in Florida, Tennessee, and Michigan.

Boyne USA began operations in Michigan where in addition to its two ski resorts, Boyne Mountain and Boyne Highlands, it operates the bay Harbor resort. Bay harbor includes a five star hotel and golf course.

For half a century, Boyne USA founder, Everett Kircher, has devoted his life to developing destination resorts that embody his love and passion for the great outdoors. His comprehensive vision and design for each was carefully planned, not just to ensure the well-being of the natural surroundings and their inhabitants, but to embellish and build upon those resources. He wanted guests to experience the wonders of the "Boyne Lifestyle".

The Boyne lifestyle-luxurious surroundings, impeccable service, and outstanding amenities in a pristine setting is a lifestyle shared by people of like minds who want the best that life can offer. Whether it be a day on a championship golf course, mountain biking in the back country, a quiet day on the beach, or an even quieter day interrupted only by the spontaneous excitement of landing a trophy fish out of your favorite river, a Boyne resort can provide it.

For example, the Inn at Bay Harbour is the centerpiece of Bay Harbour Village, which is set along the water's edge. The Inn at Bay Harbour's architectural design rekindles the heritage and style of the great turn-of-the-century northern Michigan inns. It provides luxuries accommodations, the inn features 131 one-,two-, and three-bedroom suites, the Bay Harbour Beach Club, the Spa at the Inn at Bay Harbour(a full-service spa), pool, conference facilities accommodating groups from 15 to 270, plus a spectacular lakefront restaurant. The Inn at Bay Harbour affords quests breathtaking views of Lake Michigan and the surrounding coast.

Questions

a) What are the most important characteristics of the service that Boyne USA markets?

(5 Marks)

b) How important is employee interaction with customers at a resort?

(7 Marks)

c) Service quality involves meeting customer expectations. How might the staff at the Bay Harbour resort improve service quality?

(8 Marks)

d) If a customer has a problem or is dissatisfied with a service, how should the customer's problem be handled?

(8 Marks)

(Total 28 Marks)

Q 02) "Customer service is a series of activities designed to enhance the level of customer satisfaction"

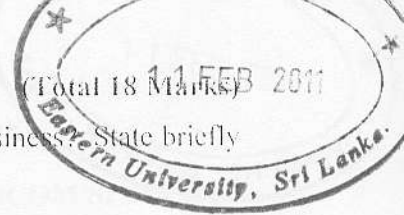a) What do you understand by the term "customer service"? Explain with example.

(5 Marks)

b) Describe the qualities of a good customer service.

(6 Marks)

c) Illustrate the main components of PROMPT approach to services.

(7 Marks)

2

Q 03) a) Why customer relationship marketing is important to all business. State briefly the reasons.

(5 Marks)

b) Describe the determinants of customer delivered value.

(6 Marks)

c) Describe Michael Porter's value chain with its basic activities.

(7 Marks)

(Total 18 Marks)

Q 04) a) Describe the customer service environment and its importance.

(5 Marks)

b) How can a marketer use SERVQUAL dimensions in managing customer service.

(6 Marks)

c) State some customer service challenges.

(7 Marks)

(Total 18 Marks)

Q 05) a) Why customer satisfaction is so important for every organization?.

(5 Marks)

b) Argue the advantage and disadvantages of "Mystery shopping" & "one to one in Depth interview".

(6 Marks)

c) Describe the process of internal & external service quality measurement.

(7 Marks)

(Total 18 Marks)