THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU5401 – SERVICES MARKETING
CONTINUOUS ASSESSMENT TEST – 2024 / 2025
DURATION – TWO (02) HOURS

DATE: 05th MARCH 2025 *TIME: 09.30 A.M. – 11.30 A.M.*

INSTRUCTIONS:

- **Answer any four (4) questions.**
- **Each question carries twenty-five (25) marks.**
- **Write clear and concise answers, providing examples where necessary.**
- **Begin each answer on a new page.**

1. Explain the unique characteristics of services and discuss how these characteristics influence the marketing strategies of service-based businesses in Sri Lanka.

(25 Marks)

2. Discuss the significance of the Extended Services Marketing Mix (7Ps) in managing customer interactions. Use relevant examples from Sri Lanka to illustrate your answer.

(25 Marks)

3. Analyze the stages of consumer decision-making in service encounters and explain how service marketers can influence customer choices at each stage.

(25 Marks)

4. Critically assess the importance of service quality in achieving customer satisfaction and loyalty. Discuss how Sri Lankan businesses can use the SERVQUAL model to measure and improve service quality.

(25 Marks)

5. Evaluate the role of the service sector in the economic development of Sri Lanka. Compare its contribution with global trends in service-driven economies.

(25 Marks)

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