



**ASSIGNMENT 1<sup>ST</sup> SEMESTER: SERVICES MARKETING (SERM)  
SERVICES MARKETING (SEM001)**

**CHAPTERS COVERED : CHAPTERS 1 - 7**

**DUE DATE : 3:00 p.m. 20 MARCH 2012**

**TOTAL MARKS : 100**

**INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING  
ASSIGNMENTS**

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, the relevant Student Support Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of **each** page.
5. The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 1500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front cover of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website: [www.immgsm.ac.za](http://www.immgsm.ac.za), on Friday, 4 May 2012.

**SPECIFIC INSTRUCTIONS:**

- **ALL** questions should be attempted.
- Keep to the required length.
- No marks will be awarded for examples, explanations or discussions taken directly from sources without referencing.

**Requirement:**

**You are required to do research on Vodacom, a telecommunications provider for cellular networks in South Africa.**

**NOTE:**

- Consult brochures and articles
- Do Internet research
- Do not include brochures or copied Internet information
- Reference sources correctly.

**QUESTION 1 [15]**

Give practical suggestions on how Vodacom can improve the following three P's to ensure customer needs are satisfied profitably:

- |     |                                |     |
|-----|--------------------------------|-----|
| 1.1 | Processes                      | (5) |
| 1.2 | People                         | (5) |
| 1.3 | Physical environment/evidence. | (5) |

**QUESTION 2 [15]**

Identify **three (3)** perceived risks that a potential customer may consider before choosing Vodacom as his/her preferred telecommunications provider.

Explain each perceived risk, indicate why you have identified the perceived risk as important, and explain how Vodacom can develop strategies to reduce risk perceptions.

**QUESTION 3 [20]**

Identify **two (2)** key competitors of Vodacom.

- |     |                                                                 |     |
|-----|-----------------------------------------------------------------|-----|
| 3.1 | Indicate why you identified the competitors as key competitors. | (4) |
|-----|-----------------------------------------------------------------|-----|

3.2 Use a positioning map to diagrammatically show the competitive position of Vodacom compared to the competitors identified in Question 3.1. (5)

3.3 Discuss your findings in Question 3.2. (5)

3.4 Based on your findings in Question 3.3, give practical suggestions to improve the competitive positioning of Vodacom. (6)

#### QUESTION 4 [25]

4.1 Distinguish between **facilitating** supplementary services and **enhancing** supplementary services and give suitable examples of how Vodacom can deliver **facilitating** supplementary services using digital communication to enhance their service/s. (14)

4.2 Explain how Vodacom can use advertising to promote the delivery of **facilitating** supplementary services using digital communication. (11)

#### QUESTION 5 [15]

Vodacom can make use of three types of pricing strategies for their services:

- Competitor-based
- Cost-based
- Value-based.

Discuss the above pricing strategies and make your final recommendation for the most appropriate strategy for Vodacom.

#### PRESENTATION [10]

**ASSIGNMENT TOTAL: 100**