



EXAMEN DE FIN DE SEMESTRE
SEMESTRE D'AUTOMNE
Session Normale-Décembre 2018

Épreuve : Services Marketing
Enseignant : MSSASSI Sald
Niveau : 4ème année – Semestre 7
Jour/Date : 20/12/2018 à 9h
Durée : 2h

Case Study

- 1. Choose a service company, draft and comment on its :***
 - Global service offering system*
 - Blueprint*
 - Servuction system and its relationship matrix*
- 2. What are the dimensions and the facets quality service of this company?***
- 3. Establish a barometer to measure customer perception quality service, using these dimensions and their facets.***