**Case Study Assessment 2**

***Chapter 3. Mini-Case: MasterCard and Paypass***

1. *What other segments do you think MasterCard should target? Why?*
2. *How do you currently perceive the MasterCard brand?*
3. *Do you think such an advertising campaign will alter people’s perceptions of the MasterCard brand?*

***Chapter 4. Mini-Case: The Hong Kong Airport Express***

1. *How would you classify this service with reference to Heany’s categories of service product innovations?*
2. *Define the core, facilitating and supporting services.*
3. *What role might technology play in delivering these services?*
4. *In maintaining this service, what are important managerial considerations with marketing implications?*

**Case Study Assessment 3**

***Chapter 5. Mini-Case: Myer Expects Tenfold Increase in Online Sales***

1. *Log onto Myer online (www.myer.com.au) and evaluate the site in terms of general appeal, ease of navigation, visual appeal, range of merchandise, device ambiguity and any other criteria you might like to employ.*
2. *Do you think Myer can effectively compete with online sites in Hong Kong that will distribute cheaper items with free shipping, large online retailers such as Amazon.com, international online competitors who now ship for free to Australia (such as ASOS.co.uk) and similar online competitors? Make sure you explain your reasons in detail.*

***Chapter 6. Mini-case: Pricing tables with a view***

1. *Compare the functional and strategic roles of the new pricing approach that John is considering.*
2. *What underpins the assumption that some of his clientele will be willing to pay the increased fees?*
3. *What are important price-setting considerations in the case of a business such as this, and why?*

**Case Study Assessment 4**

***Chapter 7. Mini-case: Managing capacity and demand at a yoga centre***

1. *What could the yoga centre do to smooth and manage demand?*
2. *Can you think of alternative strategies to make better use of their two teaching spaces?*
3. *How can customers be encouraged to make bookings?*

***Chapter 8. Mini-Case: Gangnam Style***

1. *Analyse the ‘Gangnam Style’ case using the 5 Ws model in the integrated marketing communications planning process.*
2. *Watch the ‘Gangnam Style’ video. Explain how the communication content adds value to consumers of Psy’s music. What impact does content have on the video’s success?*

**Case Study Assessment 5**

***Chapter 9. Mini-Case: Employee disengagement- where promises and expectations do not match reality***

1. *What are the major reasons for Terri’s disappointment with the new job? What should she have done after the interview to ensure the job was right for her before accepting the position?*
2. *Why did the interview become a selling event? Recommend a strategic and ethical interview strategy for the bank’s management board in approaching other future potential candidates.*
3. *In the medium and even short term, what are some of the likely consequences of the bank’s action in overemphasising the ‘people’ factor in the initial interview?*

**Case Study Assessment 6**

***Chapter 10. Mini-Case: Apple Retail Store***

1. *Use the servicescape model (Figure 10.3) to analyse how the physical environment of the Apple retail store might affect consumers as they move through and experience the servicescape.*
2. *Analyse the effect of ambient conditions (those characteristics of the environment that pertain to your five senses) of the Apple retail store on the consumer.*
3. *What factors do you think influenced Apple’s choice of in-store music?*

***Chapter 11. Mini-Case: Westpac gets it wrong***

1. *What do you think Peter Hanlon meant when he said that Westpac closing bank branches for the past 10 years had been a complete failure?*
2. *What do you think has motivated Westpac to commit to 200 new branches?*
3. *What do you think Westpac’s motive is in spending $240 million to upgrade in-branch technology when customers are increasingly using mobiles and tablets to conduct their business?*

**Case Study Assessment 7**

***Chapter 12. Mini-Case: Hotels manage customer satisfaction online using TripAdvisor***

1. *What should hoteliers do to make use of customer reviews on TripAdvisor and the new customer service dashboard?*
2. *How does information on the Internet affect customers’ expectations and perceived quality at their arrival?*

***Chapter 13. Mini-Case: Battle for customers’ loyalty***

1. *Compare the current loyalty programs of Coles and Woolworths. Have they used their loyalty card as a tool of customer relationship management effectively?*
2. *If Coles decided to pursue its low prices strategy, how would you recommend the supermarket to implement its marketing strategy? Would it still be able to have a relationship with customers without a loyalty card?*
3. *Do you think customers are genuinely loyal to either supermarket or simply hostage to the ‘loyalty card’ and petrol discounts?*

**Case Study Assessment 8**

***Chapter 14. Mini-Case: Laptop customer service fails to keep its promise***

1. *In terms of the theory of stress and coping describe why Daisy was disillusioned with this company.*
2. *What internal process and customer-complaints-handling issues do you infer might have led to this situation, and such an unhappy customer?*
3. *Imagine you have been hired as a consultant to rectify such issues from happening in future. What would your three key recommendations to this company be?*