Assignment 1

The due date for submitting this assignment has passed. Due on 2018-02-21, 23:59 IST.
As per our records you have not submitted this assignment.

1) Implementation of GST (Goods and services tax) is an example of change in:
   - Technology
   - Internationalization
   - Society
   - Government Policy

No, the answer is incorrect.
Score: 0
Accepted Answers:
Government Policy

2) Which of the following is not an important success factor for service industries?
   - Understanding customers and competitors
   - Charging high price to customers
   - Having a viable business model
   - Creation of value for both customers and the firm

No, the answer is incorrect.
Score: 0
Accepted Answers:
Charging high price to customers

3) The employees of a service organization are an important part of which of the 7Ps?
   - Process
   - Product
   - People
   - Promotion

No, the answer is incorrect.
Score: 0
Accepted Answers:
People

4) Search qualities are:
   - Attributes a customer can determine prior to purchase of a service
   - Attributes customers can determine after purchase of a service
   - Attributes that may not be determined even after purchase and consumption
   - None of these

1 point
5) Cable television is an example of:

- High customer contact service
- Low customer contact service
- None of these
- Cannot be determined

No, the answer is incorrect.
Score: 0
Accepted Answers:
Attributes a customer can determine prior to purchase of a service

6) The dining area in a restaurant is an example of:

- Role
- Script
- Personnel
- Service Facility

No, the answer is incorrect.
Score: 0
Accepted Answers:
Low customer contact service

7) The three management functions that play a central role in satisfying the needs of service customers are:

- Operations, Marketing and Human Resource
- Operations, Marketing and Finance
- Finance, Marketing and Human Resource
- Operations, Finance and Supply Chain

No, the answer is incorrect.
Score: 0
Accepted Answers:
Operations, Marketing and Human Resource

8) Identify the most intangible dominant item.

- Detergent
- Wine
- Internet banking
- New car

No, the answer is incorrect.
Score: 0
Accepted Answers:
Internet banking

9) Which of the following is not a key differentiating feature of a service:

- No transfer of ownership
- Customer participation in service delivery
- Intangible dominated
- Type of promotion

No, the answer is incorrect.
Score: 0
Accepted Answers:
Type of promotion
10) Identify which of the following service is high in credence attributes:

- Restaurant
- Education
- Plumbing repair
- Railway travel

No, the answer is incorrect.

Score: 0

Accepted Answers:

Education