Assignment 2

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) Which of the following should not be a target benefit of redesigning a service process? 1 point

- Increase convenience of customers
- Enhance satisfaction and productivity of staff
- Reduce cost of operation
- Cultivate interest in customers

No, the answer is incorrect.
Score: 0
Accepted Answers: Reduce cost of operation

2) Which of the following is not a type of cost incurred when a family visits a restaurant? 1 point

- Price of food
- Time taken to reach restaurant
- Waiting time in restaurant for delivery of food
- Enjoyment of the meal

No, the answer is incorrect.
Score: 0
Accepted Answers: Enjoyment of the meal

3) Consultation and hospitality are types of _____________ services. 1 point

- Enhancing
- Facilitating

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

4) For a guest house, ________________ can be thought of as the core product while ______________ is a supplementary service. 1 point

- Billing, accommodation
- Accommodation, billing
- Information, billing
- Consultation, accommodation
5) In a service setting, each customer has a unique experience. This refers to:

- Intangibility
- Inseparability
- Perishability
- Heterogeneity

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

6) In a service blueprint, the line of interaction separates:

- Customer actions and onstage contact person
- Physical evidence and customer actions
- Onstage contact person and offstage contact person
- Backstage contact person and support process

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

7) When a consumer visits a restaurant, he expects that he will not fall sick by consuming the food. This expectation is related to which of the needs of the Maslow’s hierarchy of needs?

- Self-actualization need
- Esteem need
- Love/belongingness need
- Safety need

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

8) Intangibility of service create the challenge of ________________ according to which customers find it difficult to grasp benefits of complex multi-dimensional new offering.

- Abstractness
- Non-search ability
- Impalpability
- None of these

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

9) Restaurants typically offer discounts during the weekdays. This is an example of:

- Using of Self-service technology
- Stimulating demand in off peak period
- Increasing number of touchpoints
- Addressing intangibility of services
No, the answer is incorrect.
Score: 0
Accepted Answers:
Stimulating demand in off peak period

10) Inseparability refers to:

- Lack of touch and feel in services
- Expiry of services beyond a definite period of time
- Differences in individual customer experiences
- The customer and the service provider cannot be separated

No, the answer is incorrect.
Score: 0
Accepted Answers:
The customer and the service provider cannot be separated