Assignment 3

The due date for submitting this assignment has passed. Due on 2018-02-28, 23:59 IST
As per our records you have not submitted this assignment.

1) Ramesh decided to visit a restaurant to eat something as he was feeling hungry. 1 point
The decision to purchase the food was triggered by:

- Unconscious mind
- Physical condition
- External sources
- None of these

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

2) During rush hours, many passengers travelling by bus or train stand when seats are full. This 1 point
is an example of:

- Stretch and shrink
- Managing level of demand
- Inventorying demand
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers:
Stretch and shrink

3) Which of the following is not an advisable way to manage waiting lines: 1 point

- Installing a reservation system
- Rethinking design of the queuing system
- Tailoring the queue system to different market segments
- Asking customers to leave if lines become long

No, the answer is incorrect.
Score: 0
Accepted Answers:
Asking customers to leave if lines become long

4) The manager at a local hair cutting salon realised that arranging for magazines and newspapers in the waiting area actually makes customers perceive lower waiting time. This is due to replacing:

- Pre-process wait with in-process wait
- Physically uncomfortable wait with physically comfortable wait
5) Which of the following is **not** an advised marketing strategy to solve problems arising out of inseparability feature?  
- Managing consumers  
- Stressing on tangible cues  
- Using multisite locations  
- Emphasizing selection and training of public contact personnel

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
**Unoccupied time with occupied time**

6) Which of the following is **not** an appropriate way of addressing customer perceptions of risk?  
- Offer guarantees  
- Display credentials  
- Allow Free trial (e.g. free trial of a new item)  
- Maintain secrecy about service facility (e.g. not allowing customer to look into the kitchen of a restaurant)

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
**Stressing on tangible cues**

7) Identify which statement is **not** true regarding expectations of customers:  
- Quality is evaluated by comparing what they expect against what they perceive  
- Expectation of good service varies from one business to the other  
- Organizations should not worry about managing expectations of consumers  
- Expectations of consumers change over time

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
**Organizations should not worry about managing expectations of consumers**

8) SST stands for:  
- Self service technologies  
- Stable service technologies  
- Social service technologies  
- None of these

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
**Self service technologies**

9) Which of the following is not true regarding the recent movement of customers?  
- Customers are having dialogues with organizations  
- Consumers are relying on experts  
- Consumers are sharing their experiences  
- Consumers are becoming more of partners

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
**Unexplained wait with group wait**
No, the answer is incorrect.
Score: 0

Accepted Answers:
Consumers are relying on experts

10 The DART acronym stands for:

- Dialogue, Access, Return, Transparency
- Delivery, Access, Risk Management, Transparency
- Dialogue, Access, Risk Management, Transparency

No, the answer is incorrect.
Score: 0

Accepted Answers:
Dialogue, Access, Risk Management, Transparency