Assignment 4

The due date for submitting this assignment has passed. Due on 2018-03-07, 23:59 IST.
As per our records you have not submitted this assignment.

1) Which of the following services has the highest degree of complexity?  
   - Delivering a courier packet
   - Operating on a patient in a hospital
   - Serving food in a restaurant
   - Delivering a lecture in a public meeting

   **No, the answer is incorrect.**
   **Score: 0**
   **Accepted Answers:**
   Operating on a patient in a hospital

2) The correct priority sequence (from left to right) for designing a new service as a process is:
   - Service Strategy, Service concept, Service blueprint, Supporting processes
   - Service Strategy, Service blueprint, Service concept, Supporting processes
   - Service Strategy, Service blueprint, Supporting processes, Service concept
   - Service blueprint, Service Strategy, Supporting processes, Service concept

   **No, the answer is incorrect.**
   **Score: 0**
   **Accepted Answers:**
   Service Strategy, Service concept, Service blueprint, Supporting processes

3) Which of the following is not a desirable design feature in production line approach to service design?
   - Standardization
   - Division of labour
   - Substitute technology with people
   - Customization for individual customers

   **No, the answer is incorrect.**
   **Score: 0**
   **Accepted Answers:**
   Customization for individual customers

4) Which of the following is not true regarding selection of target market segment?  
   - Firm's ability should match or exceed competing offerings in that segment
   - The needs and wants of people within the target segment should be similar
   - Profit as the top criterion for selecting the target segment
   - The target market should value what the company is offering

   **No, the answer is incorrect.**
   **Score: 0**
No, the answer is incorrect.
Score: 0
Accepted Answers: 
Profit as the top criterion for selecting the target segment

5) Identification of possibilities of differentiation comes from:
- Competitive analysis
- Market Analysis
- Internal analysis
- None of these

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

6) Under which service strategy, organizations offer a narrow range of services to a fairly broad market?
- Market focussed
- Service focussed
- Unfocussed
- None of these

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

7) Identify the incorrect statement for a service that requires empowerment of service employees:
- Employees have good interpersonal and group process skill
- Service failures are non-routine
- Business environment is unpredictable
- Firm provides highly standardized services with no differentiation

No, the answer is incorrect.
Score: 0
Accepted Answers: 
Firm provides highly standardized services with no differentiation

8) Person – role conflict is defined as:
- Conflict between the employee and the organization
- Conflict between what the job requires and the employee’s own beliefs
- Conflict between one employee and another
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers: 
Conflict between what the job requires and the employee’s own beliefs

9) Which of the following is not true regarding positioning maps?
- Attributes used should be important to target segments
- Performance on attributes should accurately reflect customer perceptions
- They do not indicate possible threats and opportunities
- Help predict how competitive positions may change in future

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

10. Which of the following is not a suggested human resource management practise for service employees?

- Ensure attractive pay and benefit for attracting better applicants
- Ensure focussed recruitment and intensive training
- Define broad job descriptions and ensure required empowerment
- Focus more on creating control rather than creating involvement

No, the answer is incorrect.
Score: 0
Accepted Answers:
Focus more on creating control rather than creating involvement