Unit 6 - Week 5

Assignment 5

The due date for submitting this assignment has passed. Due on 2018-03-14, 23:59 IST. As per our records you have not submitted this assignment.

1) According to the ShoStack’s continuum, teaching is ____________ dominated while neck tie is ____________ dominated.

- Tangible, intangible
- Intangible, tangible
- Tangible, tangible
- Intangible, intangible

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

2) Which of the following is a consumer benefit of a strong service brand?

- Increased perceived risk
- Psychological unease
- Reduced time for purchase decision
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers: Reduced time for purchase decision

3) During the ____________ stage of the product life cycle, peak volume of sales is observed.

- Maturity
- Growth
- Decline
- Introduction

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

4) An example where the service organization comes to the customer and there are multiple sites of service delivery is:

- Theatre
5) If an existing brand name is used for a new service category, then it is termed as:

- Line extension
- Brand extension
- Multi brands
- New brand

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

6) Which of the following is a possible opportunity if an organization opts for focused strategy?

- Demand may get displaced by generic competition from alternate products
- Purchasers in chosen segment may be susceptible to economic downturn
- Allow firms to charge premium price
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers: Allow firms to charge premium price

7) The flow required to get customers interested in buying the service is:

- Information and promotion flow
- Negotiation flow
- Product flow
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers: Information and promotion flow

8) Which of the following is not a characteristic of a good service brand element?

- It should be easily memorable
- It should be highly likable
- It should be continuously evolving
- It should need many explanations

No, the answer is incorrect.
Score: 0
Accepted Answers: It should need many explanations

9) For a highly complex and high-perceived risk service, ____________ channel of service delivery is preferred by the consumers.

- Personal
- Impersonal

For a highly complex and high-perceived risk service, **personal** channel of service delivery is preferred by the consumers.
10. Consumers who shop using e-commerce websites do not have to go to the store and can shop from their home/office. This benefit is best described as:

- Self-service
- None of these

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

Ease of search
Convenience
Broad selection of items
None of these

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