Assignment 7

The due date for submitting this assignment has passed. **Due on 2018-03-28, 23:59 IST**

As per our records you have not submitted this assignment.

1) Responsiveness is defined as:

- To perform promised services accurately
- Willingness to help customers
- Ability to convey trust and confidence
- Ability to be approachable

**No, the answer is incorrect.**

Score: 0

Accepted Answers:

*Willingness to help customers*

2) After a consumer perceives a service, quality serendipity occurs when:

- Perceived service exceeds expected service
- Expected Service and perceived service are equal
- Expected service exceeds perceived service
- None of these

**No, the answer is incorrect.**

Score: 0

Accepted Answers:

*Perceived service exceeds expected service*

3) In service quality gap model, communication gap exists between:

- Service delivery and service standards
- Customer expectation and customer perception
- Service delivery and customer perception
- None of these

**No, the answer is incorrect.**

Score: 0

Accepted Answers:

*Service delivery and customer perception*

4) Which of the following is an example of continuous service delivery with no formal relationship between the service organization and the customer?

- Movie Theatre
- Insurance Policy
- Warranty Repair
- Radio Station
3) According to the service recovery paradox, customers who experience a service failure that is satisfactorily resolved are _______ likely to make future purchase.

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

4) The early intervention approach to service recovery attempts to:

No, the answer is incorrect.
Score: 0
Accepted Answers:
Address each customer’s complaint individually
Fix a problem before the customer is affected
Allow rival firms to provide service
Use a set of protocols to handle customer complaints

5) Operational processes and outcomes are examples of ________ measures of service quality.

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

6) Face to face interaction between customer and suppliers representatives is a feature of which of the following?

No, the answer is incorrect.
Score: 0
Accepted Answers:
Database marketing
Interaction marketing
Tele marketing
None of these

7) By providing customers with discounts on purchase, companies try to create:

No, the answer is incorrect.
Score: 0
Accepted Answers:
Social Bond
Structural Bond
Reward Based Bond
Customization Bond

8) Which of the following is not an effective method for reducing customer churn?
- Decrease customer switching cost
- Put effective complaint management system
- Conduct churn diagnostic and monitor declining customers
- Take proactive retention measures

No, the answer is incorrect.
Score: 0
Accepted Answers:
Decrease customer switching cost