Assignment 8

The due date for submitting this assignment has passed. Due on 2018-04-04, 23:59 IST. As per our records you have not submitted this assignment.

1) According to which core offensive strategy, a company may decide to develop new services to reduce exposure to market swings?  1 point

- Invest to grow
- Improve position
- New market entry
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers:
*New market entry*

2) When market attractiveness is very low, organizations should ideally opt for:  1 point

- Defensive Strategy
- Offensive Strategy

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

3) Which of the following is not an ideal tactic when a company wants to raise price of their products and differentiate?  1 point

- Specialize, innovate and add more value
- Improve cash cycle
- Invest in higher value services
- Invest in training

No, the answer is incorrect.
Score: 0
Accepted Answers:
*Improve cash cycle*

4) A service which is frequently outsourced, is characterized by low importance and focus on property. Identify the service from the given list:  1 point

- Waste disposal
- Product testing
- Legal
- Training
5) The best way to define the service innovation of Swiggy (which allows customers to order food online and then delivers it to customer's premises)

- Line extension to service
- Service modification
- Internal process innovation
- None of these

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

6) Most organizations in today's world have an IT wing which takes care of the organization's information technology needs. This IT service can be classified as:

- Public service
- Not for profit service
- Consumer service
- Internal Firm service

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

7) Which of the following is not a key consideration while designing the service delivery system?

- Quality standards
- Working of finance department
- Demand planning
- Use of technology

No, the answer is incorrect.
Score: 0
Accepted Answers:
Working of finance department

8) A service qualifier can be defined as:

- A certain level of competency that must be attained for particular service dimension
- The particular service dimension that the consumer uses to choose a final choice among different service competitors

No, the answer is incorrect.
Score: 0
Accepted Answers:
A certain level of competency that must be attained for particular service dimension

9) Which of the following is not true regarding the value created by a Customer Relationship Management (CRM) system?

- Customers benefit from loyalty, customization etc.
- Company benefits from increased share of wallet, lesser churn etc.
- The success of value created by CRM depends only on the organization
- CRM helps translate business and customer strategy into specific value proposition

No, the answer is incorrect.
Score: 0
Accepted Answers:
CRM helps translate business and customer strategy into specific value proposition
For an organization about to start its service business venture, which of the following should be the first point of consideration?

- How it should deploy the available resources
- What kind of people should the organization hire
- Whom should the organization approach for funds
- What problem of the consumers will it be able to solve

No, the answer is incorrect.
Score: 0
Accepted Answers:
What problem of the consumers will it be able to solve