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Courses » Marketing Management - II Announcements **Course** Ask a Question Progress FAQ



## Unit 10 - Services Marketing

Register for  
Certification exam

### Course outline

How to access  
the portal ?

Practice

Recap of  
Marketing  
Management 1  
and Introduction  
to the Concept  
of Product

Design, Launch,  
& Management  
of Market  
Offerings

Brand  
Management

Brand  
Management II

Pricing

Distribution

Retail  
Management  
and Integrated  
Marketing  
Communications

Services  
Marketing

### Assignment 8

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-03-27, 23:59 IS**

1) Identify the service which has the highest credence quality: **1 point**

- Tailoring
- Restaurant Meals
- Haircut
- Medical diagnosis

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Medical diagnosis*

2) Restaurant chains generally try to ensure that the taste of food remains same across the restaurants. This is an example of the restaurants trying to control: **1 point**

- Perishability
- Inseparability
- Variability
- Intangibility

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Variability*

3) Differential pricing is a technique to match demand and supply by adjusting \_\_\_\_\_ and hiring part time employees is intended to match by adjusting \_\_\_\_\_.

- Demand side, supply side

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 Service Quality

 Recap of Important Concepts I

 Recap of Important Concepts II

 Quiz : Assignment 8

 Feedback For Week 8

 Solution Assignment 8

**DOWNLOAD VIDEOS**
**Interaction Session**
**Accepted Answers:***Demand side, supply side*

4) In a hotel lobby, there are no direction symbols given as a result of **1 point** which customers frequently ask the receptionist about the location of the restaurant or the washroom. The root cause of failure in this case is of type:

- Processes
- Technology
- People
- Servicescape

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

5) Identify which is an intangible component of a hair cutting salon: **1 point**

- Imported hair care products
- Skill of the employee
- Certificate of excellence displayed on the counter
- None of these

**No, the answer is incorrect.****Score: 0****Accepted Answers:***Skill of the employee*

6) The component of service quality which requires employees engaged **1 point** in service delivery to be prompt and helpful in their work is:

- Tangibles
- Empathy
- Responsiveness
- Assurance

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

7) The delivery gap exists between: **1 point**

- Customer need and expectations and management definition of customer needs
- Design and delivery specifications and advertising and sales promises
- Translation of delivery specification and execution of service delivery specification
- Customer perceptions of service execution and customer experience relative to expectations

**No, the answer is incorrect.****Score: 0****Accepted Answers:***Translation of delivery specification and execution of service delivery specification*

8) Which of the following is the best way to reduce interpretation gap? **1 point**

- Pretest communications to make sure message is clear
- Educate customers to see reality of service quality delivered
- Ensure service performance meets standards
- Ensure communication promises are realistic

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Pretest communications to make sure message is clear*

9) Training service employees is a part of \_\_\_\_\_ while advertising of the service through television is an example of \_\_\_\_\_.

- Internal marketing, external marketing
- Interactive marketing, external marketing
- Interactive marketing, internal marketing
- External marketing, interactive marketing

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Internal marketing, external marketing*

10) Which are the additional three elements of services marketing mix? **1 point**

- Participants, physical evidence, products
- People, physical evidence, process
- People, product, process
- People, physical evidence, placement

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*People, physical evidence, process*



