Unit 10 - 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 IST.

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 _________. 1 point

- Demand side, supply side

No, the answer is incorrect. Score: 0

Accepted Answers:
Demand side, supply side
4) In a hotel lobby, there are no direction symbols given as a result of 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:

- 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 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:

- 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 __________. 1 point

- 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