

Unit 2 - Week 0

Course outline

How does an NPTEL online course work?

Week 0

○ Quiz : Assignment 0

Week 1

Week 2

Week 3

Week 4

Download Videos

Details Solution

Text Transcripts

Live Interactive Session

Assignment 0

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

Due on 2020-01-27, 23:59 IST.

- Which is true w.r.t. the characteristics of Services? 1 point
 - (a) Standardized
 - (b) Non-perishable
 - (c) Intangible
 - (d) Non-variable

No, the answer is incorrect.
Score: 0
Accepted Answers:
(c) Intangible
- All of the following are examples of services EXCEPT: 1 point
 - (a) Banking
 - (b) Hotels and motels
 - (c) Beauty salon
 - (d) Computer software

No, the answer is incorrect.
Score: 0
Accepted Answers:
(d) Computer software
- Yoga service is related to 1 point
 - (a) Self-actualization
 - (b) Self-esteem
 - (c) Psychological needs
 - (d) Physical needs

No, the answer is incorrect.
Score: 0
Accepted Answers:
(a) Self-actualization
- Services marketing mix consists of ____ elements. 1 point
 - (a) 4
 - (b) 7
 - (c) 3
 - (d) 5

No, the answer is incorrect.
Score: 0
Accepted Answers:
(b) 7
- Which one is not a type of marketing in service industries? 1 point
 - (a) Industrial
 - (b) Interactive
 - (c) Internal
 - (d) External

No, the answer is incorrect.
Score: 0
Accepted Answers:
(a) Industrial
- Which of the following is a dimension of PEST analysis? 1 point
 - (a) Physical
 - (b) Economic
 - (c) Safety
 - (d) Transport

No, the answer is incorrect.
Score: 0
Accepted Answers:
(b) Economic
- Macro environment is an 1 point
 - (a) Dependent variable
 - (b) Inter-dependent variable
 - (c) Intra-dependent variable
 - (d) Independent variable

No, the answer is incorrect.
Score: 0
Accepted Answers:
(d) Independent variable
- Consumer protection act came into existence in 1 point
 - (a) 1981
 - (b) 1984
 - (c) 1986
 - (d) 1979

No, the answer is incorrect.
Score: 0
Accepted Answers:
(c) 1986
- _____ refers to how laws and regulations are managed and enforced by governments. 1 point
 - (a) Lobbying
 - (b) Adjudication
 - (c) Administration
 - (d) Legislation

No, the answer is incorrect.
Score: 0
Accepted Answers:
(c) Administration
- As per consumer protection act, which is not a right of consumers? 1 point
 - (a) Safety
 - (b) Purchasing
 - (c) Choice
 - (d) Redress

No, the answer is incorrect.
Score: 0
Accepted Answers:
(b) Purchasing
- GDP stands for 1 point
 - (a) Gross domestic product
 - (b) Gross development product
 - (c) Gross decision product
 - (d) Gross developed product

No, the answer is incorrect.
Score: 0
Accepted Answers:
(a) Gross domestic product
- A harmonized combination of multiple resources and skills that distinguish a firm in the marketplace is known as 1 point
 - (a) Competitive advantage
 - (b) Micro-environment
 - (c) Interest groups
 - (d) Core competency

No, the answer is incorrect.
Score: 0
Accepted Answers:
(d) Core competency
- Which of the following is not a characteristics of core competency? 1 point
 - (a) Valuable
 - (b) Tangible
 - (c) Rare
 - (d) Inimitable

No, the answer is incorrect.
Score: 0
Accepted Answers:
(b) Tangible
- Examples of pure tangible goods include all of the following EXCEPT 1 point
 - (a) Soap
 - (b) Tax preparation
 - (c) Toothpaste
 - (d) Salt

No, the answer is incorrect.
Score: 0
Accepted Answers:
(b) Tax preparation
- SSTS refers to _____ 1 point
 - (a) Service Standards Testing
 - (b) Self- Service Technologies
 - (c) Standard Service Technologies
 - (d) Self Service Treatments

No, the answer is incorrect.
Score: 0
Accepted Answers:
(b) Self- Service Technologies