### Assignment 0

Due on 2020-01-17, 23:59 ET.

**Unit 2 - Week 0**

**Assignments:**

- **Student Tasks:**
  - Complete the assignment.

**Question List:**

1. **What are the characteristics of Services?**
   - Customer interaction
   - Close relationship
   - Intangibility
   - Homogeneity
   - Perishability
   - **Correct answer:** Customer interaction

2. **All of the following are examples of Service, EXCEPT:**
   - Banking
   - Haircuts
   - Jewelry retail
   - Computer software
   - **Correct answer:** Computer software

3. **Vagueness is an example of:**
   - Insecurity
   - Uncertainty
   - Vagueness
   - Uncertainty
   - **Correct answer:** Vagueness

4. **Service marketing mix contains of _____ elements.**
   - 4
   - 5
   - 6
   - 7
   - **Correct answer:** 6

5. **WHAT is the role of marketing in service education?**
   - Hospital
   - Retail
   - Business
   - Digital marketing
   - **Correct answer:** Business

6. **What is the primary difference of PEST analysis?**
   - Product
   - Price
   - People
   - Policy
   - **Correct answer:** Policy

7. **Becomes necessary in an era:**
   - Customer variables
   - Business variables
   - Urban variables
   - Governmental variables
   - **Correct answer:** Customer variables

8. **Business customers protection act, which is not a right of consumers**
   - Safety
   - Freedom
   - Choice
   - Safety
   - **Correct answer:** Freedom

9. **“If it is not a primary, it is a secondary”:**
   - Television
   - Radio
   - Newspaper
   - Magazine
   - **Correct answer:** Television

10. **Core concept of Service marketing:**
    - Customer interaction
    - Customer satisfaction
    - Customer relationship
    - Demand satisfaction
    - **Correct answer:** Customer satisfaction

11. **Market segmentation of multiple resources and divide the distinction in the marketplace is known as:**
    - Customer segmentation
    - Resource segmentation
    - Staff segmentation
    - Competitive advantage
    - **Correct answer:** Resource segmentation

12. **Types of non price factors**
    - Volatility
    - Product
    - Features
    - Features
    - **Correct answer:** Volatility

13. **Advantages are:**
    - Low cost
    - High price
    - High quality
    - Low demand
    - **Correct answer:** Low cost

14. **The following are pure tangible goods include all of the following EXCEPT:**
    - Food
    - Clothing
    - Furniture
    - Tobacco
    - **Correct answer:** Tobacco

15. **SRTs are:**
    - Standardized testing
    - Reliability
    - Validity
    - None of the above
    - **Correct answer:** None of the above

16. **SRTs are:**
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    - None of the above
    - **Correct answer:** None of the above

17. **SRTs are:**
    - Standardized testing
    - Reliability
    - Validity
    - None of the above
    - **Correct answer:** None of the above

18. **SRTs are:**
    - Standardized testing
    - Reliability
    - Validity
    - None of the above
    - **Correct answer:** None of the above