Assignment 1

You can code your final project as a service. Which one can be classified as a service?

- Pet grooming
- Car repair
- Software development
- Heating and cooling
- Hair styling
- Fitness classes

2. According to Maslow's hierarchy of needs, which need does this activity belong to?

- Physiological needs
- Safety and security
- Love and belonging
- Esteem
- Self-actualization

3. How can successful marketing strategies be established between:

- Customers and Suppliers
- Customers and Employees
- Companies and Customers
- Companies and Suppliers
- Companies and Employees

4. A system can be described as a black box in which is _______ activity performed on an input to produce an output.

- Input
- Output
- Process
- Feedback
- Communication

5. What is the highest of the four levels according to Maslow's hierarchy of human needs?

- Safety and security
- Love and belonging
- Esteem
- Self-actualization
- Physiological needs

6. Which physical environment is one to design service environments?

- Customer service
- Service blueprint
- Service delivery
- Service process
- Service environment

7. Identify the elements of three-stage model of service consumption

- Physical evidence
- Technical competence
- Behavioral competence
- Reliability
- Empathy

8. What should be done to improve the quality of service delivery?

- Improve physical evidence
- Train employees
- Improve technology
- Improve service process
- Improve service environment

9. What is the role of service marketing in establishing the relationship with the customer?

- Improve the quality of service delivery
- Enhance the relationship with the customer
- Increase the customer's satisfaction
- Improve the service process
- Enhance the physical evidence

10. Why is it important for companies to understand the group's interests?

- To improve the service delivery
- To increase the customer's satisfaction
- To enhance the relationship with the customer
- To improve the service process
- To increase the physical evidence

11. The service that does not belong in the list of the marketing is:

- Product
- Price
- Place
- Promotion
- People

12. What is the customer's role in the service delivery?

- A consumer
- A recipient
- A producer
- A seller
- A buyer

13. What is the characteristic of service complexity of a company?

- The service is complex
- The service is simple
- The service is standardized
- The service is individualized
- The service is mass-produced

14. What is the service process model of service delivery?

- Service blueprint
- Service delivery
- Service process
- Service environment
- Service quality

15. What is the service process model of service delivery?

- Service blueprint
- Service delivery
- Service process
- Service environment
- Service quality

Cell 1: 3 points
Cell 2: 4 points
Cell 3: 5 points
Cell 4: 6 points
Cell 5: 7 points
Cell 6: 8 points
Cell 7: 9 points
Cell 8: 10 points
Cell 9: 11 points
Cell 10: 12 points
Cell 11: 13 points
Cell 12: 14 points
Cell 13: 15 points
Cell 14: 16 points
Cell 15: 17 points

Due on 2020-02-12, 23:59 IST.