

Unit 4 - Week 2

Course outline

How does an NPTEL online course work?

Week 0

Week 1

Week 2

- Lecture 8: Understanding the Micro-Environment - II
- Lecture 9: Services Marketing Process
- Lecture 10: Exploring Marketing Opportunities - I
- Lecture 11: Exploring Marketing Opportunities - II
- Lecture 12: Segmenting the Market, Targeting and Positioning
- Lecture 13: Services Marketing Research
- Lecture 14: Understanding Consumer Behaviour
- Lecture 15: New Service Development
- Lecture 16: The Service Product
- Lecture 17: Service Quality - I
- Lecture 18: Service Quality - II
- Lecture 19: Designing the Service Process - I
- Lecture 20: Designing the Service Process - II
- Quiz : Assignment 2
- Week 2 Feedback Form

Week 3

Week 4

Download Videos

Details Solution

Text Transcripts

Live Interactive Session

Assignment 2

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

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

- 1) _____ is not one of the forces according to the Porter's 5 Forces model? 1 point
- (a) Intra-firm rivalry
 (b) Inter-firm rivalry
 (c) Threat of new entrants
 (d) Threat of substitute services
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
(a) Intra-firm rivalry
- 2) In services marketing, sustaining value does not include which one of the following? 1 point
- (a) New Service Development
 (b) Customer Retention
 (c) Branding
 (d) Financial
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
(d) Financial
- 3) Pick the P which does not belong to the 7Ps of marketing mix of services. 1 point
- (a) Price
 (b) Power
 (c) Place
 (d) Product
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
(b) Power
- 4) PEST analysis is exclusively used for 1 point
- (a) Understanding the marketing environment
 (b) Estimating market demand
 (c) Taking communication decisions
 (d) Measuring marketing performance
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
(a) Understanding the marketing environment
- 5) Opportunity must be evaluated in terms of: 1 point
- (a) Marketing feasibility
 (b) Financial feasibility
 (c) Technical feasibility
 (d) All of the above
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
(d) All of the above
- 6) Which one is not considered for opportunity evaluation? 1 point
- a) Logistical feasibility
 b) Marketing feasibility
 c) Financial feasibility
 d) Technical feasibility
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
a) Logistical feasibility
- 7) _____ is used by a marketer for taking decisions about service offerings? 1 point
- a) Perceptual Mapping
 b) Analysis of Variance
 c) Cluster Analysis
 d) All of the above
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
d) All of the above
- 8) _____ bears upon its ability to meet customer requirements. 1 point
- a) Service Script
 b) Service Concept
 c) Service Quality
 d) None of the above
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
c) Service Quality
- 9) Communication Gap is: 1 point
- (a) Actual delivery of service and Promised service
 (b) Actual delivery of service and Perceived service
 (c) Promised delivery of service and Perceived service
 (d) All of the above.
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
(a) Actual delivery of service and Promised service
- 10) Services are primarily characterized by 0 points
- a) Search attributes
 b) Experience attributes
 c) a and b
 d) All of the above
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
c) a and b
- 11) The difference between desired service and adequate service is called 1 point
- a) Zone of Quality
 b) Zone of Proximity
 c) Zone of Tolerance
 d) None of the above
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
c) Zone of Tolerance
- 12) Which of the following falls under the lifestyle category according to the psychographic basis for segmentation? 1 point
- a) culture-oriented
 b) Sports-oriented
 c) outdoor-oriented
 d) All of the above
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
d) All of the above
- 13) Service Script captures the customer _____ that are to be met by the service offering. 1 point
- a) values
 b) expectations
 c) satisfactions
 d) both (b) & (c)
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b) expectations
- 14) Which one of the following is not a criteria for targeting a profitable segment? 1 point
- a) Substantial
 b) Differentiable
 c) Actionable
 d) Variable
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
d) Variable
- 15) Which of the following statements is not correct? 1 point
- a) Customers always prefer customized services to standardized services
 b) Service consumers have fewer alternatives to consider
 c) Self-service is a viable alternative for many services
 d) Service consumers are more brand loyal
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
a) Customers always prefer customized services to standardized services