

Unit 5 - Week 3

Course outline

How does an NPTEL online course work?

Week 0

Week 1

Week 2

Week 3

- Lecture 21: Developing Service Personnel
- Lecture 22: Educating Customers
- Lecture 23: Managing Service Delivery Channels
- Lecture 24: Managing Channel Conflict
- Lecture 25: Managing Demand and Capacity - I
- Lecture 26: Managing Demand and Capacity - II
- Lecture 27: Designing the Physical Evidence
- Lecture 28: Managing Integrated Marketing Communications - I
- Lecture 29: Managing Integrated Marketing Communications - II
- Lecture 30: Pricing the Service
- Lecture 31: Managing Customers
- Lecture 32: Managing Service Recovery
- Lecture 33: Providing Service Guarantees
- Lecture 34: Consumer Protection

Week 3 : Lecture Material

Quiz : Assignment 3

Week 3 Feedback Form

Week 4

Download Videos

Details Solution

Text Transcripts

Live Interactive Session

Assignment 3

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

Due on 2020-02-19, 23:59 IST.

1) Which one is a recovery dimension during failure? 1 point

- (a) Responsiveness
- (b) Compensation
- (c) Contact
- (d) All of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
(d) All of the above

2) Which one is the cause of channel conflict? 1 point

- (a) Goal conflict
- (b) Channel ambiguity
- (c) Tension between empowerment and control
- (d) All of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
(d) All of the above

3) Which of the following is not a strategy for collaboration? 1 point

- (a) Consultation, cooperation and co-optation
- (b) Assistance
- (c) Assurance
- (d) Alignment of goals

No, the answer is incorrect.
Score: 0

Accepted Answers:
(c) Assurance

4) Which of the following is not a role played by the physical environment in Servicescape? 1 point

- (a) Capitaliser
- (b) Socialiser
- (c) Facilitator
- (d) Differentiator

No, the answer is incorrect.
Score: 0

Accepted Answers:
(a) Capitaliser

5) Which one of the following is not a type of waiting line configuration? 1 point

- (a) Multiple Queue
- (b) Single Queue
- (c) Split Window System
- (d) Take a Number

No, the answer is incorrect.
Score: 0

Accepted Answers:
(c) Split Window System

6) What is the reason of the communication gap? 1 point

- a) Encounter communication failure
- b) Inconsistent physical evidence
- c) Customer education failure
- d) All of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
(d) All of the above

7) A company tries to sell 200 seats at Rs. 100 each and the remaining 100 seats at a discounted rate of Rs.50 per seat. What is the Yield of the company? 1 point

- a) 36.7 %
- b) 66.7 %
- c) 83.3 %
- d) None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
(c) 83.3 %

8) The components of service marketing mix "people" is 1 point

- a) Employees
- b) Customers
- c) Both of the above
- d) None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
(c) Both of the above

9) Which of the following is the sum of the price of the alternative means of satisfying the need and any cost savings in the hands of the customer? 1 point

- a) Product lifetime value
- b) Customer lifetime value
- c) True economic value
- d) None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
(c) True economic value

10) Which of the following is not an element of the 6 M model of integrated marketing communication? 1 point

- a) Man
- b) Measurement
- c) Media
- d) Mission

No, the answer is incorrect.
Score: 0

Accepted Answers:
(a) Man

11) Which of the following is not a method for arriving advertising budget? 1 point

- a) Availability of funds
- b) Comparative parity method
- c) Objective and task method
- d) Mark-up pricing method

No, the answer is incorrect.
Score: 0

Accepted Answers:
(d) Mark-up pricing method

12) Which services are outside the purview of the Consumer Protection Act 1986? 1 point

- a) Education
- b) Medical services
- c) Financial services
- d) None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
(d) None of the above

13) Which of the following is not a reason for the communication gap in services marketing? 1 point

- a) Puffery
- b) Customer education failure
- c) Customer Retention
- d) Inconsistent physical evidence

No, the answer is incorrect.
Score: 0

Accepted Answers:
(c) Customer Retention

14) Which of the following is not a dimension of e-service recovery quality? 1 point

- a) Reliability
- b) Tangibility
- c) Responsiveness
- d) All of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
(c) Responsiveness

15) Which of the following is a generic strategy for matching capacity with demand? 1 point

- a) Smoothing the demand fluctuations
- b) Increasing the price
- c) Increasing man power
- d) Both (a) & (c)

No, the answer is incorrect.
Score: 0

Accepted Answers:
(a) Smoothing the demand fluctuations