Assignment 3

1. Which of the following is the reason for the use of customer service? (Select all that apply)
   a. Customer is dissatisfied with the company's service
   b. Customer is satisfied with the company's service
   c. Customer is primarily in the competition
   d. Customer is secondary in the competition

2. What is the main purpose of customer service?
   a. Comply with warranty promises
   b. Provide service for products that are no longer being manufactured
   c. Maintain customer satisfaction
   d. All of the above

3. Which type of customer is least likely to be loyal?
   a. Customers who are loyal
   b. Customers who are satisfied
   c. Customers who are satisfied
   d. Customers who are dissatisfied

4. What is the definition of customer satisfaction?
   a. A measure of the degree to which customers believe they have been treated fairly
   b. A measure of the degree to which customers believe they have been treated unfairly
   c. A measure of the degree to which customers believe they have been treated appropriately
   d. A measure of the degree to which customers believe they have been treated in an ethical manner

5. Which of the following is the first step in developing a customer satisfaction program?
   a. Establish clear objectives and goals
   b. Identify the customer's needs
   c. Measure customer satisfaction
   d. All of the above

6. What is the primary goal of customer satisfaction programs?
   a. Increase customer profitability
   b. Increase customer loyalty
   c. Increase customer satisfaction
   d. All of the above

7. What is the purpose of customer service?
   a. To satisfy customers
   b. To retain customers
   c. To attract customers
   d. All of the above

8. Customer retention is not possible among which of the following options?
   a. Medical services
   b. Legal services
   c. Both A and C
   d. None of the above

9. Customer satisfaction is more prevalent among services such as
   a. Food
   b. Hair
   c. Both A and B
   d. None of the above

10. In which of the following situations would customer satisfaction be especially important?
    a. Product defects
    b. Customer service
    c. Both A and B
    d. None of the above

11. “Which of the following elements of Customer Loyalty often make the existing customer more devoted to the upcoming customer?”
    a. Customer Loyalty
    b. Product-oriented
    c. Marketing-oriented
    d. Both A and B

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13. Economic Impact Table and Present Value for Time T using the given table and additional information:

14. Calculate the customer satisfaction index and customer retention from the given data.

15. Calculate the cost to acquire the customer (Acquisition Cost) and net contribution from the given data.