Assignment 6

The due date for submitting the assignment is 2023-10-20, 23:59 EST.

1. Which of the following is a fundamental element of service dominant logic?
   a. Collaborative
   b. Value Creation
   c. Value Proposition
   d. Value Co-creation

   Correct answer: d

2. According to the Dr.ET Model, customers want to share the responsibility of value creation but do not want to share the responsibility to deal with the tasks associated with products and services.
   a. True
   b. False

   Correct answer: a

3. Which of the following are impacted while shifting from an IT mindset to product mindset?
   a. People
   b. Processes
   c. Mindset
   d. All of the above

   Correct answer: d

4. Customer experience data helps a company to benchmark against the rivals and to predict the future.
   a. True
   b. False

   Correct answer: a

5. Choose the correct sequence in the following order for the build of loyalty?
   1. Advocate
   2. Customer
   3. Engage
   4. Form
   5. Prospects

   Correct answer: 1-2-3-4-5

6. Which of the following issues the bonds in customer relationships?
   a. Emotional
   b. Social
   c. Relational
   d. All of the above

   Correct answer: d

7. Which of the following is the major reason for a customer to switch?
   a. Product differentiation
   b. Perceived indifference
   c. Competition
   d. None of the above

   Correct answer: b

8. Which of the following is the target of an outreach activity in social media?
   a. Alleviated Loyalty
   b. Behavioral loyalty
   c. Emotional Loyalty
   d. Transactional Loyalty

   Correct answer: b

9. Advantages are created through continuous
   a. Innovation and Visibility
   b. Ambiguity
   c. Trustworthiness and Transparency
   d. Both A and B

   Correct answer: c

10. Which of the following are characteristics of social CRM?
    a. Company defined process and channels
    b. Employees in the organization are responsible for CRM
    c. Use of social dynamic channels and company defined processes
    d. Both B and C

    Correct answer: d