Unit 2 - Week 1

Assignment 1

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

1. The following are all business trends transforming service markets except __________
   - A push to increase shareholder value.
   - Growth of franchising.
   - New agreements are tied to revenue sharing.
   - Focus on quality and customer satisfaction.
   - The answer is incorrect.
   - Accepted Answers: new agreements are tied to revenue sharing.

2. Service markets are shaped by all of the following except __________
   - Government policies.
   - Social changes.
   - Global economic changes.
   - Business trends.
   - The answer is incorrect.
   - Accepted Answers: government policies.

3. A useful way to distinguish between goods and services is to place them on a continuum from __________ to __________
   - Product, service.
   - Intangibles, intangibles.
   - Tangible, service.
   - The answer is incorrect.
   - Accepted Answers: tangible, intangibles.

4. The three additional 7's in services marketing that extend the original 4 Ps of marketing are __________ and __________
   - Product, promotion, physical environment.
   - Promotions, process, people.
   - Physical environment, process.
   - The answer is incorrect.
   - Accepted Answers: process, people.

5. The service framework for developing effective service strategies excludes __________
   - Understanding service products, customers, and markets.
   - Managing the competitive landscape.
   - Applying the four Ps of marketing to service.
   - Developing customer relationships.
   - The answer is incorrect.
   - Accepted Answers: developing customer relationships.

6. Online educational programs offered by MPTEL are an example of __________
   - Product, service, process, people.
   - Additional, core.
   - Core, additional.
   - The answer is incorrect.
   - Accepted Answers: core, additional.

7. The three stages in the consumer decision-making process are __________ and __________
   - Pre-awareness stage, pre-purchase stage, purchase stage.
   - Pre-purchase stage, awareness stage, post-purchase stage.
   - Awareness stage, pre-purchase stage, post-purchase stage.
   - The answer is incorrect.
   - Accepted Answers: pre-purchase stage, purchase stage.

8. Tangible characteristics that customers can evaluate prior to purchase are known __________
   - Search attributes.
   - Experience attributes.
   - Core attributes.
   - Capital of goods.
   - The answer is incorrect.
   - Accepted Answers: experience attributes.

9. Which of the following is NOT a type of perceived risk in purchasing and selling services?
   - Financial.
   - Social.
   - Jurisdiction.
   - Psychological.
   - The answer is incorrect.
   - Accepted Answers: psychological.

10. The service operations system does not include __________
    - Physical facilities.
    - Equipment.
    - Operational strategy.
    - Personnel.
    - The answer is incorrect.
    - Accepted Answers: personnel.

Due on 2020-04-01, 23:58 IST.