

Unit 2 - Week 1

Course outline

How does an NPTEL online course work?

Week 1

- New Perspectives on Marketing in the Service Economy Part 1
- New Perspectives on Marketing in the Service Economy Part 2
- New Perspectives on Marketing in the Service Economy Part 3
- Consumer Behavior in the Service Context Part 1
- Consumer Behavior in the Service Context Part 2

Quiz : Assignment 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

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Assignment 1

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

Due on 2020-03-04, 23:59 IST.

1) The following are all business trends transforming service markets except _____.

1 point

- a push to increase shareholder value.
- growth of franchising.
- new agreements on trade in market services.
- focus on quality and customer satisfaction.

No, the answer is incorrect.

Score: 0

Accepted Answers:

new agreements on trade in market services.

2) Service markets are shaped by all of the following except _____.

1 point

- government policies.
- social changes.
- global economic change.
- business trends.

No, the answer is incorrect.

Score: 0

Accepted Answers:

global economic change.

3) A useful way to distinguish between goods and services is to place them on a continuum from _____ to _____.

1 point

- practical; impractical
- tangible-dominant; intangible-dominant
- low; high
- prepared; unprepared

No, the answer is incorrect.

Score: 0

Accepted Answers:

tangible-dominant; intangible-dominant

4) The three additional Ps of services marketing that extend the original four Ps of marketing are _____, _____, and _____.

1 point

- product; promotion; physical environment
- prospects; process; people
- physical environment; process; people
- prosperity; process; promotion

No, the answer is incorrect.

Score: 0

Accepted Answers:

physical environment; process; people

5) The service framework for developing effective service strategies excludes _____.

1 point

- understanding service products, consumers and markets.
- managing the competitive landscape.
- applying the four Ps of marketing to services.
- developing customer relationships.

No, the answer is incorrect.

Score: 0

Accepted Answers:

managing the competitive landscape.

6) Online educational programs offered by NPTEL are an example of _____.

1 point

- revolutionary products/services.
- additional services.
- supplementary services.
- core products/services.

No, the answer is incorrect.

Score: 0

Accepted Answers:

core products/services.

7) The three stages in the consumer decision making process are _____, _____, and _____.

1 point

- pre-awareness stage, pre-purchase, purchase stage
- pre-purchase stage, awareness stage, post-purchase stage
- service encounter stage, pre-purchase stage, post-purchase stage
- pre-purchase stage, service encounter stage, post-purchase stage

No, the answer is incorrect.

Score: 0

Accepted Answers:

pre-purchase stage, service encounter stage, post-purchase stage

8) Tangible characteristics that customers can evaluate prior to purchase are termed _____.

1 point

- search attributes
- experience attributes
- credence attributes
- capital attributes

No, the answer is incorrect.

Score: 0

Accepted Answers:

search attributes

9) Which of the following is NOT a type of perceived risk in purchasing and using services?

1 point

- Functional
- Permanent
- Financial
- Social

No, the answer is incorrect.

Score: 0

Accepted Answers:

Permanent

10) The service operations system does not include _____.

1 point

- physical facilities
- equipment
- competitors' strategy
- personnel

No, the answer is incorrect.

Score: 0

Accepted Answers:

competitors' strategy