

Unit 3 - Week 2

Course outline

How does an NPTEL online course work?

Week 1

Week 2

● Consumer Behavior in the Service Context Part 3

● Positioning Services in Competitive Markets Part 1

● Positioning Services in Competitive Markets Part 2

○ Developing Service Products Part 1

○ Developing Service Products Part 2

○ Quiz : Assignment 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

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Assignment 2

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

Due on 2020-03-11, 23:59 IST.

1) During the post-purchase stage, consumers may make satisfaction judgments that _____ their experience. 1 point

- negatively confirm, positively confirm, disconfirm
 positively disconfirm, confirm, negatively disconfirm
 disconfirm, positively confirm, negatively disconfirm
 negatively disconfirm, positively disconfirm, positively confirm

No, the answer is incorrect.
Score: 0

Accepted Answers:
positively disconfirm, confirm, negatively disconfirm

2) In the theater metaphor, the elements include all of the following, except _____. 1 point

- positions
 roles
 scripts
 personnel

No, the answer is incorrect.
Score: 0

Accepted Answers:
positions

3) Market analysis addresses all of the following factors, EXCEPT _____. 1 point

- overall level of demand
 trend of demand
 government regulations
 profit potential

No, the answer is incorrect.
Score: 0

Accepted Answers:
government regulations

4) _____ is composed of a group of buyers who share common characteristics, needs, purchasing behavior, or consumption patterns. 1 point

- Target class
 Class
 Focal segment
 Market segment

No, the answer is incorrect.
Score: 0

Accepted Answers:
Market segment

5) Which of the following is the best example of a determinant characteristic for airline travel? 1 point

- Oxygen masks.
 Plane size.
 Quality of food and drinks.
 Floatation devices.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Quality of food and drinks.

6) Which of the following is NOT one of the four basic focus strategies? 1 point

- Service focused
 Unfocused
 Fully focused
 Refocused

No, the answer is incorrect.
Score: 0

Accepted Answers:
Refocused

7) _____ is not a facilitating service. 1 point

- Information
 Order taking
 Marketing theories
 Billing

No, the answer is incorrect.
Score: 0

Accepted Answers:
Marketing theories

8) _____ supply the central, problem-solving benefit that customers seek. 1 point

- Core products
 Supplementary services
 Delivery processes
 Sustaining processes

No, the answer is incorrect.
Score: 0

Accepted Answers:
Core products

9) _____ augment the core product, both facilitating its use, and enhancing its value and appeal. 1 point

- Core products
 Supplementary services
 Delivery processes
 Conditional services

No, the answer is incorrect.
Score: 0

Accepted Answers:
Supplementary services

10) Achieving success in new service development requires 1 point

- Market synergy.
 Strong inter-functional cooperation and coordination.
 Detailed and properly designed market research studies.
 All of the above listed choices

No, the answer is incorrect.
Score: 0

Accepted Answers:
All of the above listed choices