Assignment 3

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

1. When customers visit the service site, which factors must be considered in designing the service?
   - Costs (e.g., labor, equipment)
   - Convenience of the location
   - Competitor's price offerings
   - A and B only
   
   Correct Answer: A and B only

   1 point

2. Which of the following is NOT one of the important factors that affect customers to use online services?
   - Availability of employees to work during "normal" hours
   - Economic pressure on consumers
   - Changes in laws
   - Automation and self-service facilities
   
   Correct Answer: E

   1 point

3. Which of the following is NOT one of the factors that encourage extended operating hours?
   - Availability of employees to work during "normal" hours
   - Economic pressure on consumers
   - Changes in laws
   - Automation and self-service facilities
   
   Correct Answer: E

   1 point

4. Franchisees usually have to train their staff to cover all aspects of the service performance, including daily tasks ______
   
   1 point

5. Which of the following is NOT an objective for service pricing?
   - Build supply
   - Build demand
   - Boost profit
   - Cover costs
   
   Correct Answer: B

   1 point

6. Consumers often find service pricing __________
   - Difficult to understand
   - Risky
   - Undervalued
   - All of above
   
   Correct Answer: A

   1 point

7. ______ is defined as the sum of all the perceived benefits minus the sum of all the perceived costs of a service.
   - Service quality
   - Customer satisfaction
   - Economic value
   - Intangible value
   
   Correct Answer: E

   1 point

8. Which of the following increase the price competition?
   - Non-price-elastic costs of using competing alternatives are high
   - Widely distributed and less competition in the market
   - Personal characteristics have been established
   - Switching costs are high
   
   Correct Answer: B

   1 point

9. Singapore Airlines (Raffles Class) is an example of an air ______
   
   1 point

10. "KFC" is an oversea of stall ______
    - Indian house
    - American brand
    - House of brand
    - Sub-branch
    
    Correct Answer: A

   1 point