

## Unit 4 - Week 3

### Course outline

How does an NPTEL online course work?

#### Week 1

#### Week 2

#### Week 3

● Developing Service Products Part 3

○ Distributing Services through Physical and Electronic Channels Part 1

● Distributing Services through Physical and Electronic Channels Part 2

● Setting Prices and Implementing Revenue Management Part 1

● Setting Prices and Implementing Revenue Management Part 2

○ Quiz : Assignment 3

#### Week 4

#### Week 5

#### Week 6

#### Week 7

#### Week 8

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## Assignment 3

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

**Due on 2020-03-18, 23:59 IST.**

1) When customers visit the service site, which factor(s) must be considered in designing the service? 1 point

- Costs (e.g., rentals)
- Convenience of the location.
- Competitors' price offerings
- A and B only.

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
A and B only.

2) Which of the following is NOT one of the important factors that attract customers to use online services? 1 point

- Convenience
- Ease of search
- Broader selection
- Opportunities for networking

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Opportunities for networking

3) Which of the following is NOT one of the factors that encourage extended operating hours? 1 point

- Availability of employees to work during "social" hours.
- Economic pressure from consumers.
- Changes in laws.
- Automated self-service facilities

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Availability of employees to work during "social" hours.

4) Franchisors usually seek to exercise control over all aspects of the service performance through tightly defined \_\_\_\_\_. 1 point

- service standards.
- procedures.
- scripts.
- all of the above.

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
all of the above.

5) Which of the following is NOT an objective for service pricing? 1 point

- Build supply.
- Build demand.
- Seek profit.
- Cover costs.

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Build supply.

6) Consumers often find service pricing 1 point

- Difficult to understand
- Risky
- Unethical
- All of above

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
All of above

7) \_\_\_\_\_ is defined as the sum of all the perceived benefits minus the sum of all the perceived costs of service. 1 point

- Net value
- Consumer surplus
- Gross value
- Moderate value

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Net value

8) Which of the following intensifies price competition? 1 point

- Non-price-related costs of using competing alternatives are high.
- Wider distribution of competitor and/or substitution offers.
- Personal relationships have been established.
- Switching costs are high.

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
Wider distribution of competitor and/or substitution offers.

9) Singapore Airlines Raffles Class is an example of a(n) \_\_\_\_\_. 1 point

- branded house
- endorsed brand
- house of brands
- sub-brand

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
sub-brand

10) KFC is an example of a(n) \_\_\_\_\_. 1 point

- branded house
- endorsed brand
- house of brand
- sub-brand

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
house of brand