Assignment 4

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

1. Rolling service pricing is practice involving thinking about all of the following questions EXCEPT __________. (1 point)
   - What should be the specified value for pricing?
   - How much do change?
   - What would changes be spread over?
   - When should collection payment?
   - No, the answer is incorrect. Score: 0
   - Accepted Answers: 
     - No change

2. Which of the following is NOT an example of a non-physical barrier?
   - Time or duration of visit
   - Geography
   - Service location
   - Location of reservation
   - No, the answer is incorrect. Score: 0
   - Accepted Answers: 
     - Geographic

3. Which of the following is not a role played by service marketing communications?
   - Add value through communication content
   - Facilitates customer involvement in service production
   - Positioning to attract investors
   - None of the above
   - No, the answer is incorrect. Score: 0
   - Accepted Answers: 
     - Positioning to attract investors

4. One approach recommended by advertising experts to train customers is to __________.
   - Train employees like customers
   - Use radio advertising
   - Show service delivery in action
   - Change cusos service environments
   - No, the answer is incorrect. Score: 0
   - Accepted Answers: 
     - Show service delivery in action

5. Outside peak demand periods poses service problem for service industries with __________ like hotels. (1 point)
   - Low demand, high fixed costs
   - Low demand, low fixed costs
   - High demand, high fixed costs
   - High demand, low fixed costs
   - No, the answer is incorrect. Score: 0
   - Accepted Answers: 
     - Low demand, high fixed costs

6. Which of the following is NOT one of the four problems for marketers seeking to promote services?
   - Distribution
   - Attractiveness
   - Generosity
   - Mental irreproducibility
   - No, the answer is incorrect. Score: 0
   - Accepted Answers: 
     - Mental irreproducibility

7. Which of the following would be classified under generality of intangibility?
   - Safety
   - A hamburger
   - An airline seat
   - Expert advice
   - No, the answer is incorrect. Score: 0
   - Accepted Answers: 
     - Expert advice

8. Which of the following represents a broad target audience category?
   - Women
   - Competitors
   - Employees
   - Customers
   - No, the answer is incorrect. Score: 0
   - Accepted Answers: 
     - Customers

9. The first step in developing a service blueprint is __________.
   - To discuss a consensus on how activities are more important than others
   - To identify all the activities involved in creating and delivering the service
   - To identify the time between a set of alternative service possibilities
   - To identify the key customers who will be using the service
   - No, the answer is incorrect. Score: 0
   - Accepted Answers: 
     - To discuss a consensus on how activities are more important than others

10. The line of __________ double front stage activities from backstage activities. (1 point)
    - service incidents and samples
    - physical evidence
    - internal physical interaction
    -modity
    - No, the answer is incorrect. Score: 0
    - Accepted Answers: 
      - Moody