

Unit 5 - Week 4

Course outline

How does an NPTEL online course work?

Week 1

Week 2

Week 3

Week 4

Setting Prices and Implementing Revenue Management Part 3

Promoting Services and Educating Customers Part 1

Promoting Services and Educating Customers Part 2

Promoting Services and Educating Customers Part 3

Designing and Managing Service Processes Part 1

Quiz : Assignment 4

Week 5

Week 6

Week 7

Week 8

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Assignment 4

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

Due on 2020-03-25, 23:59 IST.

1) Putting service pricing into practice includes thinking about all of the following questions EXCEPT _____.

1 point

- What should be the specified basis for pricing?
- How much to charge?
- What kind of customers should be charged more?
- Who should collect payment?

No, the answer is incorrect. Score: 0

Accepted Answers: *What kind of customers should be charged more?*

2) Which of the following is NOT an example of a non-physical fence?

1 point

- Time or duration of use.
- Group membership.
- Service level.
- Location of reservation.

No, the answer is incorrect. Score: 0

Accepted Answers: *Service level.*

3) Which of the following is not a role played by service marketing communications?

1 point

- Add value through communication content.
- Facilitate 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 _____.

1 point

- train employees like customers
- use radio advertising
- show service delivery in action
- design palpable service environments

No, the answer is incorrect. Score: 0

Accepted Answers: *show service delivery in action*

5) _____ outside peak demand periods poses a serious 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 a service's benefits?

1 point

- Distribution.
- Abstractness.
- Generality.
- Mental impalpability.

No, the answer is incorrect. Score: 0

Accepted Answers: *Distribution.*

7) Which of the following would be classified under generality in intangibility?

1 point

- Safety.
- A hamburger.
- An airline seat.
- Expert advice.

No, the answer is incorrect. Score: 0

Accepted Answers: *An airline seat.*

8) Which of the following represents a broad target audience category?

1 point

- Donors.
- Competitors.
- Employees.
- Franchisers.

No, the answer is incorrect. Score: 0

Accepted Answers: *Employees.*

9) The first step in developing a service blueprint is _____.

1 point

- to reach a consensus on which activities are more important than others
- to identify all the key activities involved in creating and delivering the service
- to identify the links between a set of alternative service possibilities
- to identify the key customers who will be participating in the service

No, the answer is incorrect. Score: 0

Accepted Answers: *to identify all the key activities involved in creating and delivering the service*

10) The line of _____ divides front-stage activities from backstage activities.

1 point

- service standards and scripts
- physical evidence
- internal physical interaction
- visibility

No, the answer is incorrect. Score: 0

Accepted Answers: *visibility*