Unit 6 - Week 5

Course outline

How does an NPTEL online course work?

Week 1

Week 2

Week 3

Week 4

Week 5

- Designing and Managing Service Processes Part 2
- Balancing Demand and Productive Capacity Part 1
- Balancing Demand and Productive Capacity Part 2
- Balancing Demand and Productive Capacity Part 3
- Crafting Service Environment Part 1
- Quiz : Assignment 5

Week 6

Week 7

Week 8

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Assignment 5

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

Due on 2020-04-01, 23:59 IST.

1) Service environments, also called _____, relate to the style and appearance of the physical surroundings and other experiential elements encountered by customers at service delivery sites. *1 point*

- service planes
- servicescapes
- service boxes
- service vaults

No, the answer is incorrect.
Score: 0
Accepted Answers:
servicescapes

2) The two dimensions of Russell's model of affect are _____ and _____. *1 point*

- centrality; dominance
- pleasure; arousal
- centrality; permanence
- fullness; looseness

No, the answer is incorrect.
Score: 0
Accepted Answers:
pleasure; arousal

3) Which of the following is NOT a key component of a service blueprint? *1 point*

- Line of transference.
- Line of interaction.
- Line of visibility.
- Front-stage actions by customer contact personnel.

No, the answer is incorrect.
Score: 0
Accepted Answers:
Line of transference.

4) Which of the following is NOT one of the conditions that fixed-capacity firms may face? *1 point*

- Excess capacity.
- Demand exceeds desired capacity.
- Demand and supply is well-balanced.
- Ideal demand exceeds capacity.

No, the answer is incorrect.
Score: 0
Accepted Answers:
Ideal demand exceeds capacity.

5) Which of the following is NOT one of the five basic approaches to manage demand? *1 point*

- Taking no action and leaving demand to find its own levels.
- Reduce demand during peak periods.
- Increase demand when there is excess capacity.
- Inventory capacity until demand increases.

No, the answer is incorrect.
Score: 0
Accepted Answers:
Inventory capacity until demand increases.

6) Which of the following is NOT one of the alternative queuing configurations discussed? *1 point*

- Single line/single servers at sequential stages
- Multiple lines to single servers ("snake").
- Parallel lines to multiple servers.
- Designated lines to designated servers

No, the answer is incorrect.
Score: 0
Accepted Answers:
Multiple lines to single servers ("snake").

7) Which of the following is NOT one of the benefits of having a reservations system? *1 point*

- Helps service personnel to serve more effectively.
- Helps in pre-selling the service.
- Helps customers to avoid queuing.
- Allows demand to be controlled

No, the answer is incorrect.
Score: 0
Accepted Answers:
Helps service personnel to serve more effectively.

8) The demand of a city bus is likely to vary by all means EXCEPT which of the following? *1 point*

- Time of the day.
- Day of the week.
- Season of the year.
- Population density in the city

No, the answer is incorrect.
Score: 0
Accepted Answers:
Population density in the city

9) _____ is usually the first variable to be proposed for bringing demand and supply into balance. *1 point*

- Price.
- Place.
- Product.
- Promotion.

No, the answer is incorrect.
Score: 0
Accepted Answers:
Price.

10) Blueprinting is a more complex form of _____. *1 point*

- linear graphing
- flowcharting
- non-linear graphing
- cluster analysis

No, the answer is incorrect.
Score: 0
Accepted Answers:
flowcharting