Assignment 5

The due date for submitting this assignment has passed.
As per your campus, you have not submitted this assignment.

1. Demand environments, also called, ________, relate to the state and appearance of the physical surroundings and other experiential elements encountered by customers at service delivery sites.
   - service queues
   - service spaces
   - service times
   - service outlets
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: permutations

2. The two dimensions of Rossouw’s model of affect are _______ and _________.
   - centrality
   - dominance
   - pleasurable
   - emotional
   - centrality
   - performance
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: emotional, social

5. Which of the following is NOT a key component of a service blueprint?
   - Law of transformation
   - Law of interaction
   - Law of visibility
   - Front stage actions by customer contact personnel
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Law of interaction

6. Which of the following is NOT true of the conditions that lead to capacity lines may form?
   - Queues capacity
   - Demand exceeds desired capacity
   - Demand and supply is well balanced
   - Ideal demand exceeds capacity
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Demand and supply is well balanced

5. Which of the following is NOT one of the five basic approaches to manage demand?
   - 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

7. Which of the following is NOT one of the alternative queuing configurations discussed?
   - Single line/single server of different shapes
   - Multiple lines to single server (“barber”)
   - Multiple lines to multiple servers
   - Designers lines to designated servers
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Multiple lines to single server (“barber”)

7. Which of the following is NOT one of the benefits of having a reservation system?
   - Helps service personnel to serve more efficiently.
   - Helps in pre-setting his
time.
   - Helps customers to avoid waiting.
   - Alvins demand can be controlled.
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Helps service personnel to serve more efficiently.

8. The demand of a city bus is likely to vary by all means EXCEPT which of the following?
   - 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.

8. ________ is usually the first variable to be proposed for bringing demand and supply into balance.
   - Price
   - Quantity
   - Product
   - Promotion.
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Price.

13. Breakpoint is a more concise form of ______.
   - Linear graphing
   - Non-linear graphing
   - Scatter analysis
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Non-linear graphing