

## Unit 7 - Week 6

### Course outline

How does an NPTEL online course work?

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Crafting Service Environment Part 2

Managing People for Service Advantage Part 1

Managing People for Service Advantage Part 2

Managing People for Service Advantage Part 3

Managing Relationships and Building Loyalty Part 1

Quiz : Assignment 6

Week 7

Week 8

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## Assignment 6

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

**Due on 2020-04-08, 23:59 IST.**

1) Which of the following is an ambient condition? 1 point

- Facility layout.
- Displays.
- Music.
- Price.

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*Music.*

2) Out of the following, which is NOT an environmental design condition that irritates shoppers? 1 point

- Arrangement of store items is always the same.
- No mirror in the dressing room.
- Unable to find what one needs.
- Store is too small.

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*Arrangement of store items is always the same.*

3) Emotional labor is when employees \_\_\_\_\_. 1 point

- find it hard to be emotional because they are too overworked
- experience a gap between what they feel inside, and what management expects them to display to their customers
- have to keep their emotions under control at the workplace
- feel happy all the time because they enjoy their job

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*experience a gap between what they feel inside, and what management expects them to display to their customers*

4) Outcomes of the "Cycle of Failure" for firms include \_\_\_\_\_ and \_\_\_\_\_. 1 point

- low service quality; low employee turnover
- low service quality; high employee turnover
- high service quality; low employee turnover
- high service quality; high employee turnover

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*low service quality; high employee turnover*

5) The "Cycle of Failure" includes all of the following, EXCEPT \_\_\_\_\_. 1 point

- emphasis on rules
- emphasis on attracting new customers
- adequate pay and job security
- low skill levels

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*adequate pay and job security*

6) Companies that engage in a "Cycle of Success" are more likely to have: 1 point

- Happier employees.
- More loyal customers.
- Higher profit margins.
- All of the above.

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*All of the above.*

7) \_\_\_\_\_ represents the shared perceptions of employees about the practices, procedures, and types of behaviors that get supported and rewarded in a particular setting. 1 point

- Organizational Climate
- Group Climate
- Organizational Dynamics
- Group Dynamics

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*Organizational Climate*

8) The definition of a team includes all of the following EXCEPT \_\_\_\_\_. 1 point

- have complementary skills
- are committed to a common purpose
- have well-rounded personalities
- have a set of performance goals

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*have well-rounded personalities*

9) Which of the following is NOT one of the advantages to incremental profits of a loyal customer? 1 point

- Profit from increased purchases.
- Profit from decreased advertising.
- Profit from reduced operating costs.
- Profit from referrals to other customers.

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*Profit from decreased advertising.*

10) The wheel of loyalty is composed of which of the following three main components? 1 point

- Create loyalty bonds, deliver quality service, segment the market.
- Create loyalty bonds, build higher level bonds, deliver quality service.
- Build a foundation for loyalty, create bundling, build higher level bonds.
- Build a foundation for loyalty, create loyalty bonds, reduce churn drivers.

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*Build a foundation for loyalty, create loyalty bonds, reduce churn drivers.*