Assignment 8

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

1) The number of requests for a survey with all major customer service contacts and products.
   - Total market surveys (ordinary surveys)
   - Regular surveys: ordinary surveys
   - Regular surveys: telephone surveys
   - Total market surveys (annual surveys)
   - No, the answer is incorrect. Score: 0 Point

2) The ________ is the difference between what service providers believe customers expect, and customers' actual needs and expectations.
   - Interpretation gap
   - Expectation gap
   - Knowledge gap
   - Service quality gap
   - No, the answer is incorrect. Score: 0 Point

3) The ________ is the difference between what customers understand and subsequently experiences.
   - Interpretation gap
   - Communication gap
   - Knowledge gap
   - Service quality gap
   - No, the answer is incorrect. Score: 0 Point

4) The ________ is the difference between specified service standards and service delivery teams' actual performance on these standards.
   - Interpretation gap
   - Delivery gap
   - Knowledge gap
   - Service quality gap
   - No, the answer is incorrect. Score: 0 Point

5) Which of the following is NOT one of the six service quality gaps?
   - The knowledge gap
   - The expectation gap
   - The perception gap
   - The delivery gap
   - No, the answer is incorrect. Score: 0 Point

6) Which of the following is the perception for the perception gap?
   - Create the right service processes and specify standards.
   - Ensure that these processes are standardized.
   - Learn what customers expect.
   - Understand and communicate the service quality delivered.
   - No, the answer is incorrect. Score: 0 Point

7) Under the operation function, we consider the role of operations, service delivery (front stages), back-stage operations, productivity, and...
   - Service personnel
   - Introduction of new technologies
   - Maintenance of service processes
   - Cross-functional teams
   - No, the answer is incorrect. Score: 0 Point

8) Which of the following is a component of service performance discussed under the marketing function?
   - Service delivery
   - Service quality
   - Productivity
   - Workforce
   - No, the answer is incorrect. Score: 0 Point

9) Which of the following is a component of service performance discussed under the operation function?
   - Role of marketing
   - Competitive appeal
   - Productivity
   - Workforce
   - No, the answer is incorrect. Score: 0 Point

10) Which of the following is a component of service performance discussed under the human resources function?
    - Role of marketing
    - Competitive appeal
    - Productivity
    - Workforce
    - No, the answer is incorrect. Score: 0 Point

11) Which of the following is a component of service performance discussed under the finance function?
    - Role of marketing
    - Competitive appeal
    - Productivity
    - Workforce
    - No, the answer is incorrect. Score: 0 Point