

Unit 9 - Week 8

Course outline

How does an NPTEL online course work?

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

● Improving Service Quality and Productivity Part 1

● Improving Service Quality and Productivity Part 2

○ Improving Service Quality and Productivity Part 3

● Striving for Service Leadership & Creating the Seamless Service Firms Part 1

● Striving for Service Leadership & Creating the Seamless Service Firms Part 2

○ Quiz : Assignment 8

DOWNLOAD VIDEOS

FEEDBACK

Text Transcripts

Assignment 8

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

Due on 2020-04-22, 23:59 IST.

- 1) _____ and _____ typically measure satisfaction with all major customer service processes and products. **1 point**
- Total market surveys; ordinary surveys
 - Regular surveys; ordinary surveys
 - Regular surveys; reverse surveys
 - Total market surveys; annual surveys

No, the answer is incorrect.
Score: 0

Accepted Answers:
Total market surveys; annual surveys

- 2) The _____ is the difference between what service providers believe customers expect, and customers' actual needs and expectations. **1 point**
- interpretation gap
 - standard gap
 - knowledge gap
 - service quality gap

No, the answer is incorrect.
Score: 0

Accepted Answers:
knowledge gap

- 3) The _____ difference between what company communicates, and what customer understands and subsequently experiences. **1 point**
- interpretation gap
 - communication gap
 - knowledge gap
 - service quality gap

No, the answer is incorrect.
Score: 0

Accepted Answers:
communication gap

- 4) The _____ difference between specified service standards and service delivery teams' actual performance on these standards. **1 point**
- interpretation gap
 - delivery gap
 - knowledge gap
 - service quality gap

No, the answer is incorrect.
Score: 0

Accepted Answers:
delivery gap

- 5) Which of the following is NOT one of the six service quality gaps? **1 point**
- The knowledge gap.
 - The proportion gap.
 - The policy gap.
 - The delivery gap.

No, the answer is incorrect.
Score: 0

Accepted Answers:
The proportion gap.

- 6) Which of the following is the prescription for the perception gap? **1 point**
- Ensure the right service processes and specify standards.
 - Ensure that performance meets standards.
 - Learn what customers expect.
 - Tangibilize and communicate the service quality delivered.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Tangibilize and communicate the service quality delivered.

- 7) Under the operations function, we consider the role of operations, service delivery (front stage), backstage operations, productivity, and _____. **1 point**
- service personnel
 - introduction of new technologies
 - conducive servicescape
 - cross-functional teams

No, the answer is incorrect.
Score: 0

Accepted Answers:
introduction of new technologies

- 8) Which of the following is a component of service performance discussed under the marketing functions? **1 point**
- Service delivery.
 - Service quality.
 - Productivity.
 - Workforce.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Service quality.

- 9) Which of the following is a component of service performance discussed under the operations function? **1 point**
- Role of marketing.
 - Competitive appeal.
 - Productivity.
 - Customer profile.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Productivity.

- 10) Which of the following is a component of service performance discussed under the human resources function? **1 point**
- Role of marketing.
 - Competitive appeal.
 - Workforce.
 - Customer profile.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Workforce.