X

NPTEL

reviewer2@nptel.iitm.ac.in ▼

Courses » Managing Services

Announcements Course Ask a Question Progress

Unit 2 - Week 1

Course outline

How to access the portal?

Week 1

- What is Service?
- Evolving Service Markets
- The Service Customers
- Product Service Systems
- The Service Act
- Seamless Service
- Presentation Slides- Contemporary Issues
- Quiz : Assignment 1
- Week 1 Feedback
- Solutions to Week 1 Assignment

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Assignment 1

The due date for submitting this assignment has passed. **Due on 2018-02-21, 23:59 IST.**
As per our records you have not submitted this assignment.

1) Implementation of GST (Goods and services tax) is an example of change in: *1 point*

- Technology
- Internationalization
- Society
- Government Policy

No, the answer is incorrect.
Score: 0

Accepted Answers:
Government Policy

2) Which of the following is not an important success factor for service industries? *1 point*

- Understanding customers and competitors
- Charging high price to customers
- Having a viable business model
- Creation of value for both customers and the firm

No, the answer is incorrect.
Score: 0

Accepted Answers:
Charging high price to customers

3) The employees of a service organization are an important part of which of the 7Ps? *1 point*

- Process
- Product
- People
- Promotion

No, the answer is incorrect.
Score: 0

Accepted Answers:
People

4) Search qualities are: *1 point*

- Attributes a customer can determine prior to purchase of a service
- Attributes customers can determine after purchase of a service
- Attributes that may not be determined even after purchase and consumption
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Attributes a customer can determine prior to purchase of a service

5) Cable television is an example of: ***1 point***

- High customer contact service
- Low customer contact service
- None of these
- Cannot be determined

No, the answer is incorrect.
Score: 0

Accepted Answers:
Low customer contact service

6) The dining area in a restaurant is an example of: ***1 point***

- Role
- Script
- Personnel
- Service Facility

No, the answer is incorrect.
Score: 0

Accepted Answers:
Service Facility

7) The three management functions that play a central role in satisfying the needs of service customers are: ***1 point***

- Operations, Marketing and Human Resource
- Operations, Marketing and Finance
- Finance, Marketing and Human Resource
- Operations, Finance and Supply Chain

No, the answer is incorrect.
Score: 0

Accepted Answers:
Operations, Marketing and Human Resource

8) Identify the most intangible dominant item. ***1 point***

- Detergent
- Wine
- Internet banking
- New car

No, the answer is incorrect.
Score: 0

Accepted Answers:
Internet banking

9) Which of the following is not a key differentiating feature of a service: ***1 point***

- No transfer of ownership
- Customer participation in service delivery
- Intangible dominated
- Type of promotion

No, the answer is incorrect.
Score: 0

Accepted Answers:
Type of promotion

10)Identify which of the following service is high in credence attributes: *1 point*

- Restaurant
- Education
- Plumbing repair
- Railway travel

No, the answer is incorrect.
Score: 0

Accepted Answers:
Education

Previous Page

End

© 2014 NPTEL - Privacy & Terms - Honor Code - FAQs -

A project of

NPTEL National Programme on Technology Enhanced Learning

In association with

NASSCOM®

Funded by

Government of India
Ministry of Human Resource Development

Powered by

Google