Chapter 13 Quiz

1. What business is the most "service" oriented rather than "product" oriented?

A. Grocery Store

B. Restaurant

C. Doctor

D. Sporting Goods Store

2. Customer service is best represented by which of the following statements? Customer service \_\_\_\_\_\_\_\_\_.

A. mandates that all customer needs must be met

B. defines the task of marketing an intangible or primarily intangible item

C. ensures that customers become lifelong customers

D. adds to marketing efforts by helping to meet buyers’ needs and wants

3. Which of the following is not a factor differentiating services from goods?

A) Intangible

B) Tangible

C) Inseparable

D) Heterogeneous

4. What of the following is a component of the Knowledge Gap?

A) Marketing research: understanding customers

B) Understanding Customers Expectations

C) Evaluating Service Quality

D) All of the Above

5. How do you reduce delivery gaps?

A) Empowering employees

B) Use of Technology

C) Provide Support and Incentives

D)All of the Above

6. When evaluating service quality, what does Assurance mean?

A. The knowledge of and courtesy by employees and their ability to convey trust and confidence.

B. The willingness to help customers and provide prompt service.

C. The caring, individualized attention provided to customers.

D. The ability to perform the service dependably and accurately

7. Which factor does not help to increase service recovery?

1. Provide a fair solution
2. Listen to the customer
3. Dismiss unwanted opinions
4. Resolve problems quickly

8. One of the distinct advantages of heterogeneity of services is that it enables the provider to \_\_\_\_\_\_\_\_\_ the service and not a deliver a standardized, cookie-cutter approach uniformly to every buyer.

A. customize

B. profit from

C. invent

D. individually design and price

9. The marketing metric used to evaluate if a firm is performing on the five service quality dimensions by finding the minimum level of acceptable service is:

A. employee surveys

B. the Zone of Tolerance

C. empowerment

D. a Voice-of-Customer Program

E. the Gaps model

10. Is providing rewards to employees for excellent services a key part of customer service program? Why or why not?

A. No, rewards make the provider perform only in order to get the reward and do not really encourage employees to provide good customer service.

B. No, employees should provide excellent service regardless of rewards. Employers are already paying for them to provide services.

C. Yes, rewards reinforce behavior that encourages employees to continually give great service.

D. Yes, but it depends on whether or not the company culture calls for employees to receive rewards.

11. Joanna learned from customer satisfaction surveys that diners in her restaurant wanted to be able to make substitutions. She has decided to allow substitutions, but has not told all of the servers of this. This is an example of a \_\_\_\_\_\_\_ gap.

A. knowledge

B. standards

C. information

D. delivery

12. The primary reason there is greater heterogeneity in services than in products is because:

A. cost inequities generate differences

B. human inputs generate differences

C. of unknown outcomes on the buyer’s part

D. Of the increasing use of technology in delivering services

13. One difference between products and services is demonstrated by a hair salon, where the stylist delivers the service at the same time the customer receives it. This is called\_\_\_\_\_\_\_.

A. perishability

B. inseparability

C. heterogeneity

D. intangibility

14. Which of the following is not one of the four marketing elements that distinguish services form products?

A. inseparable

B. intangible

C. innovative

D. perishable

E. heterogonous

15. Which of the following is not something used to reduce delivery gaps?

A. hire new people

B. empowering employees

C. provide support and incentive

D. use of technology

16. Which of the following is not a way to increase service recovery?

A. provide a fair solution

B. resolve problems quickly

C. listen to the customer

D. provide a warranty

17. The \_\_\_\_\_\_\_\_ gap refers to the difference between the actual service provided to customers and the service that the firm’s promotion program promises.

A. standards

B. communication

C. knowledge

D. delivery

18.The \_\_\_\_\_\_\_\_ gap reflects the difference between customers’ expectations and the firm’s perception of those customer expectations.

A. standards

B. communication

C. knowledge

D. delivery

19. An effective method to assess customer service expectations is to analyze customer \_\_\_\_\_\_ behavior in which management is told by buyers what dissatisfies them.

A. loyalty

B. buying

C. complaint

D. exit

20. The Service-Product Continuum evidences:

A. that a grocery store provides products but not services

B. that most firms combine both goods and services in the offerings

C. that firms can offer either goods or services but not both

D. that firms that sell goods don’t need to worry about service

E. that an online shoe store like Zappos is at the service end of the continuum

1. C
2. D
3. B
4. D
5. D
6. A
7. C
8. A
9. B
10. C
11. B
12. B
13. B
14. C
15. A
16. D
17. B
18. C
19. C
20. B