Chapter 13 Quiz

1. An example of an intangible is:

a. an Iphone

b. Tour guide

c. new house

d. toothpaste

2. The difference between customers expectations and the firm's perception of those customer expectations is the

a. communication gap

b. delivery gap

c. Knowledge gap

d. standards Gap

3. \_\_\_\_\_\_\_\_\_\_\_   refers to the perceived fairness of the process used to resolve them.

A. Procedural fairness

B. service gap

C. knowledge gap

D. zone of tolerance

4.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_ pertains to a customer's perception of the benefits he or she received compared with the costs.

A. communication gap

B. Distributive fairness

C. communication gap

D. knowledge gap

5. What stage of product life cycle is characterized by the adoption of the product by the late majority and intense competition for the market share among firms?

A. Maturity

B. decline

C. growth

D. introduction

6. Why do firms continually introduce new products with improved features or find new uses for existing products?

A. just to have new product coming out every year

B. To defend market share from intense competition

C. to prove that they're ahead of their competitor

7.  \_\_\_\_\_ Is the area between customers expectations regarding their desired service and minimal level of acceptance service.

A. voice of customer program

B. Zone of tolerance

C. assurance

D. delivery Gap

8. Which of the following is NOT one of the 4 ways for managers to support and give incentive?

A. instrumental Support

B. consistency and Coherence

C. emotional Support

D. Communication support

9. Which of the following is most likely NOT an example of a perishable service?

A. purchasing an airline ticket from Delta Airlines

B. visiting your primary care physician

C. Buying a designer handbag

D. eating at a Cafe in Paris

10. "The knowledge of and courtesy by employees and their ability to convert trust,” describes  \_\_\_\_\_\_ when evaluating service quality.

A. empathy

B. Assurance

C. responsiveness

D. reliability

11. Which of the following is not one of the fundamental differences in services?

A. intangible

B. inseparable

C. perishable

D. Consumption

12. Service quality is defined as…

A. Customer’s perceptions of how well a service meets or exceeds their expectations

B. the ability to perform the service accurately

C. the willingness to help customers

D. better understanding consumers’ service expectations

13. Customer service specifically refers to...

A. comparing products for customers

B. Human or mechanical activities firms undertake to satisfy customer needs and wants

C. taking care of the customer no matter the cost

D. none of the above

14. When the delivery of a service fails to meet specific expectations it is a...

A. Aervice gap

B. service hiccup

C. communication gap

D. failed service

15. What are the 4 specific service gap types:

A. action gap, service gap, foreign gap, and communication gap

B. action gap, standard gap, delivery gap, and domestic gap

C. delivery gap, communication gap, information gap, and geographic gap

D. Knowledge gap, standards gap, delivery gap, and communication gap

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

A. intangibility

B. Inseparability

C. heterogeneity

D. perishability

17. Services that tend to deviate from use to use

A. intangible

B. inseparable

C. Heterogeneity

D. perishable

18. Joe owns a large retail company and wants to find out more about his customers’ service expectations. Which one of the following is the best way for Joe to gain his insight?

A. he needs to ask others in his industry what they know about customers’ expectations

B. he should choose a time to watch his customers interact with services and workers in the store and make his best educated guess

C. He should engage in structured market research on his industry and brand

D. he should primarily use information from the internet on his industry

19. Buying a service such as a haircut, medical treatment, or a lawyer’s advice is perceived as risky to the consumer, because of the service characteristic of \_\_\_\_\_\_\_, since the service cannot really be sampled in advance nor experienced without the provider.

A. one time service

B. permanence

C. changeability

D. Inseparability

20. Effective service recovery for an airline facing a problem, such as a huge snow storm that shuts down all flights for three days, includes resolving the dilemmas quickly responding fairly, and \_\_\_\_\_\_\_ customers and their complaints.

A. Listening to

B. ignoring

C. evaluating the severity of

D. evaluating the honesty of

Answers

1. B

2. C

3. A

4. B

5. A

6. B

7. B

8. D

9. C

10. B

11. D

12. A

13. B

14. A

15. D

16. B

17. C

18. C

19. D

20. A