**Chapter 10 Multiple Choice Questions**

1. **\_\_\_\_\_\_\_\_\_\_ is a mere trade-off between consumers’ evaluation of the benefits and cost involved in using the service.**
2. Service quality
3. Customer expectation
4. Service value
5. Consumer attitude
6. **Which of the following factors does NOT affect customers’ evaluation of service value?**
7. Effectiveness of service
8. Service quality
9. Aesthetics
10. Playful environment
11. **\_\_\_\_\_\_\_\_\_\_\_\_\_ can either be provided to consumers in their own right (such as entertainment or passenger transport) or they can be a significant part of a tangible good (such as car insurance or a finance package that adds value to car offers).**
12. Products
13. Services
14. Quality
15. Value
16. **Which of the following is NOT a characteristic of services?**
17. Intangibility
18. Inseparability
19. Heterogeneity
20. Availability
21. **Apart from the four traditional Ps – product, price, place and promotion – there are three additional Ps for services. Which of the following is NOT one of the additional Ps for services?**
22. People
23. Process
24. Physical evidence
25. Packaging
26. **“Process” is part of the marketing mix for services. Which of the following is NOT a part of the process mix?**
27. Employees
28. Numbers of steps
29. Customer involvement
30. Flow of activities
31. **According to Asubonteng et al. (1996), service quality is the difference between the ­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_for service performance prior to the service encounter and their perceptions of the service received.**
32. Consumer attitudes
33. Service value
34. Customer expectations
35. Service experiences
36. **Five dimensions of service quality in the acronym of RATER are Reliability, Assurance, ­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_, Empathy and Responsiveness.**
37. Temporality
38. Tangibility
39. Target
40. Tension
41. **Customer perceptions are influenced by a series of ‘gaps’, including Gap 1 (the service gap), Gap 2 (the­­­­­­­­­­­­ ­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_ gap), Gap 3 (the standards gap), Gap 4 (the delivery gap), and Gap 5 (the communications gap).**
42. Perception
43. Promotion
44. Experience
45. Knowledge
46. **Four elements of the core product are the nature of the service process, the role of the customer, the ­­­\_\_\_\_\_\_\_\_\_\_\_\_\_, and the level of service.**
47. Scheduling
48. Planning
49. Evaluation
50. Implementation
51. **Blueprinting and \_\_\_\_\_\_\_\_\_\_\_\_ are two approaches for the service delivery process.**
52. Function planning
53. Timing calculation
54. Servicescapes
55. Participant prediction
56. **The four key zones of blueprinting include (1) Service functions and \_\_\_\_\_\_\_\_ in the process, (2) Timing and sequences of process, (3) Participants involved, both staff and customers, and (4) Visible front-office activities and invisible back-office activities.**
57. Manual
58. Stages
59. Guidance
60. Standards
61. **The four key roles of servicescapes are package of a service, \_\_\_\_\_\_\_\_\_\_of a service, socializer of a service and differentiator of a service.**
62. Positioning
63. Detector
64. Influencer
65. Facilitator
66. **Relationship marketing is most applicable to services if the following three conditions are fulfilled: (1) ongoing need for the service from the service customers; (2) service customers have control over the \_\_\_\_\_\_\_\_\_\_\_ of service providers, and (3) a number of service providers exist in the market, the cost of switching from one to another is low and switching is commonplace.**
67. Provision
68. Selection
69. Location
70. Evaluation
71. **One of the gaps in the SERVQUAL is the delivery gap. This is the difference between the quality standards set out by \_\_\_\_\_\_\_ for service delivery and the actual quality of service delivery.**
72. Management
73. Employees
74. Service designers
75. Customers