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Question 1

Question Type: MultipleChoice

Which of the following aspects is directly responsible for determining the zone of tolerance of customers?

Options:

- A- The brand awareness of a product
- B- The breadth of the product mix
- C- The importance of each service quality dimension
- D- The complexity of the product or service
- E- The type of labeling used

Answer:

C

Question 2

Question Type: MultipleChoice

_____ represents the difference between what the customer really wants and what he or she will accept before going elsewhere.

Options:

- A- Strength of preference
- B- Threshold level
- C- Service quality gap
- D- Voice-of-customer
- E- Zone of tolerance

Answer:

E

Question 3

Question Type: MultipleChoice

The service quality dimension of assurance refers to:

Options:

- A- the ability to perform the service dependably and accurately.
- B- the willingness to help customers and provide prompt service.
- C- the caring, individualized attention provided to customers.
- D- the knowledge of and courtesy by employees and their ability to convey trust and confidence.
- E- the appearance of physical facilities, equipment, personnel, and communication materials.

Answer:

D

Question 4

Question Type: MultipleChoice

Hugo, impressed by a popular NFL star's frohawk hairstyle, visits Angelo's Hair Salon to get the same hairstyle. The stylist at Angelo's is very good and gives Hugo the exact style that he wants. Having received good service, Hugo visits Angelo's three months later to get a mohawk hairstyle. This time, Hugo is not satisfied with the end result and decides not to come back to Angelo's again. Which of following aspects of a service is illustrated in this scenario?

Options:

- A- Intangibility
- B- Heterogeneity
- C- Perishability
- D- Inseparability
- E- Nonstorability

Answer:

B

Question 5

Question Type: MultipleChoice

Lilli visits her hair stylist to get a haircut. Lilli wants to know how she would look after the haircut. Unlike a dress, Lilli cannot try a haircut before she gets it. Lilli's inability to get a partial haircut or a preview of it illustrates the _____ of a haircut.

Options:

- A- intangibility
- B- heterogeneity
- C- perishability
- D- inseparability
- E- nonstorability

Answer:

D

Question 6

Question Type: MultipleChoice

How can firm decrease the depth of the product mix?

Options:

- A- By adding a new product to an existing product line
- B- By deleting products to realign resources

- C- By eliminating loss-making product lines
- D- By introducing an existing product line in a new markets
- E- By deleting product lines in one market and moving them to another market

Answer:

B

Question 7

Question Type: MultipleChoice

Marielle Farm sells bakery and dairy products in the U.S. It sells three varieties of cheese, six types of breads, four types of jams, five types of cookies, and eight different varieties of croissants. What is the breadth of Marielle's product mix in this scenario?

Options:

A- 3

B- 4

C- 5

D- 6

E- 8

Answer:

C

Question 8

Question Type: MultipleChoice

A local Target retailer carries a variety of different items. A customer can find anything ranging from socks, DVD's, and sports gear to groceries. This is an example of the _____ carried by Target.

Options:

A- breadth of product mix

B- depth of product line

C- breadth of product line

D- versatility of product line

E- depth of the product mix

Answer:

A

Question 9

Question Type: MultipleChoice

Tamika wants to buy a pair of shoes. She is not sure of the exact brand or the type of shoe that she wants to buy. She goes from one store to another trying on different shoes. She settles for a pair of Laurin sports shoes that cost \$70 from Queen and Lavad

a. Laurin sports shoes represent _____.

Options:

A- convenience products

B- specialty products

C- shopping products

D- industrial products

E- unsought products

Answer:

C

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