

- (vii) Examine the dimension of service quality that relates to the physical facilities, equipment, and appearance of personnel.
- a) Tangibles
 - b) Reliability
 - c) Responsiveness
 - d) Empathy
- (viii) Interpret the gap in the GAP Model of Service Quality that occurs when there is a difference between service delivery and what is communicated to customers.
- a) Gap 2
 - b) Gap 3
 - c) Gap 4
 - d) Gap 5
- (ix) Choose the dimension in service quality that determines whether the service is delivered right the first time.
- a) Assurance
 - b) Reliability
 - c) Responsiveness
 - d) Empathy
- (x) A customer contacts a telecommunications company's customer service department to report an issue with their internet connection. The customer service representative promptly responds to the call, patiently listens to the customer's concerns, and offers step-by-step guidance to troubleshoot the problem. Determine which dimension of service quality is demonstrated by the customer service representative.
- a) Tangibles
 - b) Empathy
 - c) Responsiveness
 - d) Assurance
- (xi) Evaluate the dimension of service quality that has been compromised in this case:- A customer visits a coffee shop and receives a warm welcome from the barista, who takes time to explain the different coffee blends and makes a personalized recommendation based on the customer's preferences. The coffee is prepared quickly and to the customer's satisfaction. However, the coffee cup where the coffee was served had stains and dirt.
- a) Responsiveness
 - b) Reliability
 - c) Empathy
 - d) None of the above
- (xii) Evaluate the dimension of service quality that has been met/exceeded in this case:- A customer visits a retail store and is greeted promptly by a friendly salesperson who takes time to understand their needs and offers personalized recommendations. The customer is able to find everything they need and leaves feeling satisfied with the experience.
- a) Reliability and Empathy
 - b) Responsiveness and Tangibles
 - c) Assurance and Tangibles
 - d) All of the above
- (xiii) Choose the correct one from the following:- A tool for assessing the level of service quality based on the difference between users expectations and the service experience delivered is
- a) The service dashboard
 - b) The service quality gap model
 - c) The balanced scorecard
 - d) The information value mode
- (xiv) Evaluate from the following the sequence of steps for the service recovery process.
- a) Anticipating customer needs, acknowledging their feelings, Apologizing and Owning the responsibility, Offering alternatives, making amends
 - b) Acknowledging their feelings, Apologizing and Owning the responsibility , making amends, anticipating customer needs, offering alternatives
 - c) Acknowledging their feelings, Apologizing and owning the responsibility, offering alternatives, making amends, anticipating customer needs
 - d) Acknowledging their feelings, offering alternatives, Apologising and owning the responsibility, making amends, anticipating customer needs
- (xv) Conclude the following:- _____ is an attitude formed by a long-term, overall evaluation of a firm's performance.
- a) Customer satisfaction
 - b) Negative disconfirmation
 - c) Positive disconfirmation
 - d) Service quality

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Examine the key differences between marketing & sales. (3)
3. Interpret the challenges that are confronted by service sector in terms of perishability. (3)
4. Explain the concept of charm pricing. (3)
5. Summarize your learnings on "Dimensions of Service Quality." (3)
6. Explain with a diagram the concept of zone of tolerance. (3)

OR

Evaluate the causes for the occurrence of Gap 1. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Define the concept of "High-Roller Customer." (5)
8. Examine the key differences between a chronic complainer and a rip-off complainer. (5)
9. Explain the concept of break-even pricing with examples. (5)
10. Evaluate the possible causes for the occurrence of Gap 4 in a five-star categorized hotel. (5)
11. Summarize your learning on service redesign. (5)
12. Summarize your learning by citing relevant examples of 'Tangibility as a key dimension of service quality'. (5)

OR

Summarize your learning on the five gaps of service quality. (5)

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