

SERVICES MARKETING



Brand: Mehta Solutions

Product Code: case782

Weight: 0.00kg

Price: Rs500

Short Description

INVESTMENTS ANALYSIS AND BEHAVIOR case study

Description

Multiple Choices:

Q1. The extent to which customers recognize and willing to accept this variation is called:

1. **Zone of tolerance**
2. **Zone of fitness**
3. **Zone of acceptance**
4. **None of the above**

Q2. SERVQUAL is used to measure service quality. (T/F)

Q3. SWICS stands for.....

Q4. Real /perceived and monetary/non monetary costs are termed as switching costs.(T/F)

Q5. TARP stands for

Q6. If the direct cost be 'a', overhead cost be 'b' and profit margin be 'c' then the cost based pricing can be calculated by:

1. $a+b+c$
2. $a-b+c$
3. $a/b*c$
4. None of the above

Q7. If the percentage change in quality purchased be 'a' and the percentage change in price be 'b' then elasticity is given by:

1. $a*b$
2. a/b
3. $a+b$
4. $a-b$

Q8. If the actual revenue be 'a' and the potential revenue be 'b' then the yield can be given by:

1. $a-b$
2. $a+b$

3. a/b

4. b/a

Q9. Reactors make adjustments unless forced to do so by environmental pressures.(T/F)

Q10. Least profitable customers are categorized in:

1. Platinum

2. Gold

3. Iron

4. Lead

Part Two:

Q1. What do you understand by “Customer Gap”?

Q2. Write the difference between perceptions of service quality and customer satisfaction.

Q3. Write short “SERVQUAL” survey.

Q4. What are different types of “Complainer”?

Q5. How do you think Giordano had/would have to adapt its marketing and operations strategies and tactics when entering and penetrating your country?

Q6. What general lessons can be learned from Giordano for other major clothing retailers in your country?

Q7. What did Jyske Bank change to enable it to deliver its new competitive positioning?

Q8. How did Jyske Bank implement those changes?

Q9. Choose a firm you are familiar with. Describe how you would design an ideal service recovery strategy for that organization.

Q10. Discuss the customer's role as a productive resource for the firm. Describe a time when you played this role. What did you do and how feel? Did the firm help you perform your role effectively? How?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers