

Chapter 8: PROVIDING CUSTOMER SERVICE THROUGH THE SERVICESCAPE

1. Servicescapes are particularly important for the tourism and hospitality industry because service experiences are:

A: Forgettable

B: Intangible

C: Interchangeable

D: Memorable

E: Perishable

Answer: D

2. The environmental dimensions of servicescapes include ambient conditions that are determined by which of the following:

A: Music

B: Noise and color

C: Temperature and air quality

D: Smell

E. All of the above

Answer: E

3. Which of the following would be considered an internal emotional response to the servicescape:

A: Mood changes

B: Comfort levels

C: Beliefs

D: Categorizations

E. Symbolic meanings

Answer: A

4. The servicescape may impact both employee and customers' behavioral responses. Which of the following is associated with employee responses specifically:

A: Commitment

B: Stay longer

C: Continue purchasing

D: Exploration

E. Attraction

Answer: A

5. According to Zeithaml et al (2007), a key strategic role of the servicescape is 'packaging' which conveys which of the following:

A: A commitment to service

B: The service environment

C: The external image

D: The internal attributes

E: The company name and logo

Answer: C

6. According to Zeithaml et al. (2007), another strategic role of the servicescape is 'differentiation' which may be reinforced through which of the following:

A: Guest interactions

B: Functional facilities

C: Intimate settings

D: Service facilitators

E: Distinctive staff uniforms

Answer: E

7. Servicescapes should be designed holistically, meaning:

A: Design elements are selected independently

B: Design elements are fully integrated because everything depends on everything else

C: Design elements share a common designer

D: Design elements are strategically highlighted

E: Design elements conform to industry standards

Answer: B

8. Hard Rock Café and Planet Hollywood offer themed servicescapes where the food is one more prop in the overall experience. These kinds of experiences are referred to as:

A: Family entertainment

B: Eatertainment

C: Food parks

D: Restaurant-scapes

E: Dinner theater

Answer: B

9. The interactive servicescape described as a '21st-century museum about a 20th-century giant' is which of the following:

A: The Victoria and Albert Museum

B: The British Galleries

C: The Forum

D: The Churchill Museum

E: The Stoke Park Golf Club

Answer: D

10. The power of music to affect customer behaviors was demonstrated in a restaurant study by Lovelock and Wirtz (2007), which showed beverage revenue:

A: Decreased substantially when slow-beat music was played

B: Increased substantially when slow-beat music was played

C: Increased substantially when fast-beat music was played

D: Decreased substantially when fast-beat music was played

E: Fluctuated regardless of the tempo of music played

Answer: B

11. Common associations and human responses to colors as reported by Lovelock and Wirtz (2007) suggest which of the following about the color orange:

- A: Special treatment*
- B: High energy and passion*
- C: Emotions, expression and warmth*
- D: Relaxation, serenity and loyalty*
- E: Optimism, clarity and intellect*

Answer: C

12. The Russell model of affect defines servicescapes that are both 'unpleasant' and 'arousing' as:

- A: Distressing*
- B: Relaxing*
- C: Exciting*
- D: Gloomy*
- E: Repugnant*

Answer: A

13. The overall term referring to number of queues (waiting lines) their locations, spatial arrangements, and effect on consumer behavior is:

- A: Queue logistics*
- B: Multiple queue*
- C: Operational process*
- D: Queue configuration*
- E: Layout design*

Answer: D

14. Describing the psychology of waiting lines Maister (1985) demonstrates that in general, occupied time:

- A: Is longer than unoccupied time*

B: Feels shorter than unoccupied time

C: Feels longer than unoccupied time

D: Is more lucrative than unoccupied time

E: Is shorter than unoccupied time

Answer: B

15. Waiting line strategies to improve overall efficiency and reduce customer discomfort may include which of the following:

A: Operational logistics

B: Prioritizing customers

C: A reservation system

D: Weather protections

E: All of the above

Answer: E