

Chapter 5: MANAGING SERVICE ENCOUNTERS

1. The dyadic interaction between a customer and a service provider is called a:

- A: *Service interaction*
- B: *Customer transaction*
- C: *Service transaction*
- D: *Service encounter*
- E: *Customer encounter*

Answer: D

2. Particularly in customized and high-contact service exchanges, consumers may derive which of the following:

- A: *Friendship*
- B: *Enjoyable connections*
- C: *Personal recognition*
- D: *Social benefits*
- E: *All of the above*

Answer: E

3. Complete the following sentence by selecting the best option from the list below. Interactive marketing occurs in the so-called _____ when the customer interacts with the organization and the service is produced and consumed:

- A: *Moment of truth*
- B: *Point of sale*
- C: *Face-to-face exchange*
- D: *Service zone*
- E: *None of the above*

Answer: A

4. All of the following are recommended customer service techniques EXCEPT:

- A: Promptly greet customers*
- B: Maintain good body posture*
- C: Smile only if appropriate*
- D: Touch customers when appropriate*
- E: Make and maintain eye contact*

Answer: C

5. Consumers judge service quality across all types of service industries by five general criteria. Identify these from the options below:

- A: Assurance, quality, reliability, responsibility, intangibles*
- B: Assurance, empathy, repeatability, responsiveness, tangibles*
- C: Affordability, quality, reliability, responsiveness, intangibles*
- D: Affability, quality, perceptibility, responsiveness, tangibles*
- E: Affability, empathy, perceptibility, responsiveness, tangibles*

Answer: B

6. All of the dimensions of service quality will be influenced directly by:

- A: Assurance dimensions of service quality*
- B: Perceptions of responsiveness*
- C: Frontline employees*
- D: Company credibility*
- E: Customer trust and affability*

Answer: C

7. The term coined by Arlie Hochschild (1983) for customer oriented tasks such as friendliness and empathy that go beyond the physical or mental skills required to deliver quality service is:

- A: Service with a smile*
- B: Willingness to serve*

C: Emotional intelligence

D: Emotional labor

E: Emotional reserves

Answer: D

8. Complete the following sentence by choosing the best word from the list below. There is widespread recognition that service oriented firms such as those in the hospitality sector, are _____ to invest in training initiatives.

A: reluctant

B: eager

C: expected

D: the first

E: likely

Answer: A

9. Complete the following sentence by choosing the best word from the list below. Training needs to be _____ in order to avoid apathy on the part of employees.

A: immediate

B: specific

C: relevant

D: ongoing

E: interesting

Answer: D

10. Which of the following issues is often overlooked during customer service training:

A: Ethnically and socially diverse customers

B: Disgruntled and hard-to-please customers

C: Affluent and thus potentially lucrative customers

D: Larger and more demanding groups

E: All of the above

Answer: A

11. In the context of service delivery, customers may be viewed as:

A: Focal points

B: Co-creators

C: Recipients

D: Actors

E: Main attractions

Answer: B

12. Identify the function(s) that customers can fulfill in service delivery:

A: Productive resources

B: Partial employees

C: Ensuring satisfaction

D: Potential competitors

E: All of the above

Answer: E

13. Consumer satisfaction is frequently influenced by which of the following, given that service consumption often takes place in the presence of other customers.

A: Positive interactions

B: Other people

C: Flattering service settings

D: Customer affirmation

E: Social status

Answer: B

14. Companies can enhance the quality of life of consumers by facilitating social interactions especially where more traditional forms of community life continue to deteriorate. Parker and Harris (1999) maintain that as is, spontaneous conversations among strangers take place in commercial service environments:

A: 80 % of the time

B: 58 % of the time

C: 78 % of the time

D: 62 % of the time

E: 73 % of the time

Answer: C

15. According to Zeithaml et al. (2007) strategies for enhancing customer participation include which of the following:

A: Defining customers' jobs

B: Recruiting and educating customers

C: Rewarding customers

D: Managing the customer mix

E: All of the above

Answer: E