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 20st-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