Chapter 9: THE IMPACT OF TECHNOLOGY ON CUSTOMER SERVICE

1. GPS-based advertising targets customers:

   A: In their homes
   B: In specific locations
   C: In specific age demographics
   D: In specific income brackets
   E: All of the above

   Answer: B

2. Especially pertinent for branding and marketing strategies, new technologies and the internet have fundamentally altered the ways in which:

   A: Financial transactions take place
   B: Reservations and bookings are made
   C: Management decisions are made
   D: Communication takes place
   E. Corporate accounts are managed

   Answer: D

3. According to Keller (2009), traditional approaches to branding which emphasize mass media techniques are not as effective in marketplaces where customers:

   A: Share information through social networks
   B: Have online access to information on brands
   C: Have online access to information on companies
   D: Have online access to product information
   E. All of the above

   Answer: E
4. In the new media environment, consumers have greater control with respect to:

   A: Media selection
   B: Payment methods
   C: Brand selection
   D: Product sources
   E. All of the above

Answer: A

5. There were an estimated two billion internet users in 2011. Much of the current and future growth in internet use is coming from:

   A: Middle-class expansion in the United States
   B: Falling prices in computers and related technologies
   C: Populous countries like India and Brazil
   D: Smartphone sales worldwide
   E: Government programs in third-world countries

Answer: C

6. A model of consumer behavior whereby a large number of potential brands are methodically narrowed until a final choice is made is called a:

   A: Purchase pyramid
   B: Selection model
   C: Selection ladder
   D: Purchase funnel
   E: Check box model

Answer: D

7. The four stages of the Consumer Decision Journey model as proposed by Court et al. (2009) include each of the following stages EXCEPT:

   A: Enjoy, advocate, bond
   B: Resell


8. Which of the following terms is used to describe a new reality whereby marketers have to compete for shoppers’ attention online long before a purchase decision is made:

A: Zero Moment of Truth
B: Consumer Decision Journey
C: E-servicescapes
D: Attention Grabbers
E: Consumer-focused Marketing

Answer: A

9. Besides attractive and easy to search web pages, research indicates that websites should offer which of the following:

A: Frequent information updates
B: Hyperlinks to referenced websites
C: Personal account information
D: Interactivity and entertainment
E: Easily referenced contact information

Answer: D

10. Harris and Goode (2010) suggest that websites with high aesthetic appeal, layout and functionality as well as financial security, positively impact trust and ultimately purchase intention. A website aesthetic appeal would include which of the following:

A: Ease of payment
B: Usability
C: Originality of Design
D: Interactivity

E: Customization

Answer: C

11. Social media campaigns like VisitBritain that targeted Generation Y in the USA, Canada and Australia are being used at the Consideration stage of the Consumer Decision Journey to:
   
   A: Connect brand community members
   B: Increase internet traffic to pertinent websites
   C: Increase positive word-of-mouth post-purchase
   D: Promote sales among younger users
   E: Promote specific features of a destination

Answer: B

12. Online purchases for the travel sector account for approximately how much of all global e-commerce activity:

   A: 1/3
   B: 1/2
   C: 3/4
   D: 1/4
   E: 1/5

Answer: A

13. The post-purchase stage of the Consumer Decision Journey in an online environment may be characterized by:

   A: Targeted promotions
   B: Low consumer interest
   C: Few online touch points
   D: Deeper brand connections
   E: Little consumer-product interaction

Answer: D
14. As the delivery of service is increasingly achieved through electronic channels, both advantages and disadvantages are apparent. Which of the following represents a DISADVANTAGE:

   A: Wide distribution
   B: Privacy and ethical issues
   C: Consistent delivery
   D: Low cost
   E: Quick customer feedback

Answer: B

15. Online price-comparisons represent which of the following:

   A: A distinct advantage for tourism marketers
   B: A distinct disadvantage for tourism marketers
   C: A hurdle to customer-driven pricing strategies
   D: A deterrent to completing online travel transactions
   E: A hurdle to customer satisfaction with purchase decisions

Answer: B