**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