

205-Service Operations Management – I

1. What is a key characteristic of service operations related to customer involvement?

- A) Tangibility
- B) Simultaneity
- C) Perishability
- D) Heterogeneity

Answer: B) Simultaneity

2. Which of the following is a distinctive characteristic of service operations related to non-transferrable ownership?

- A) Intangibility
- B) Heterogeneity
- C) Non-transferrable Ownership
- D) Simultaneity

Answer: C) Non-transferrable Ownership

3. What is the main concept behind the Experience Economy?

- A) Tangibility of services
- B) Customer Participation
- C) Creating memorable customer experiences
- D) Service-Dominant Logic

Answer: C) Creating memorable customer experiences

4. Which of the following is not a characteristic of service operations?

- A) Intangibility
- B) Simultaneity
- C) Non-perishability
- D) Transferrable Ownership

Answer: D) Transferrable Ownership

5. What is the term used to describe the grouping of services by their delivery process?

- A) Service Package
- B) Service-Dominant Logic
- C) Open-Systems View
- D) Service Blueprinting

Answer: A) Service Package

6. In Service Operations Management, what does the term "simultaneity" refer to?

- A) Customer Participation
- B) Real-time delivery and consumption
- C) Non-transferrable Ownership
- D) Heterogeneity

Answer: B) Real-time delivery and consumption

7. What is the distinctive characteristic of service operations related to the perishable nature of services?

- A) Intangibility
- B) Heterogeneity

- C) Simultaneity
- D) Perishability

Answer: D) Perishability

8. Which of the following is NOT one of the stages of economic development mentioned in the context of services?

- A) Innovation
- B) Saturation Marketing
- C) Competitive Clustering
- D) Economic Evolution

Answer: B) Saturation Marketing

9. The concept of "Open-Systems View" in Service Operations Management suggests:

- A) Isolation of services from the external environment
- B) Integration of services with the external environment
- C) A focus on individual service elements
- D) Maximizing customer participation

Answer: B) Integration of services with the external environment

10. Which of the following is a part of the "Service Encounter Triad"?

- A) Customer
- B) Service Organization
- C) Technology
- D) All of the above

Answer: D) All of the above

11. What is a key element in the strategic positioning of a service enterprise?

- A) Service Package
- B) Service-Dominant Logic
- C) Information Technology
- D) Perishability

Answer: C) Information Technology

12. Which factor is considered a source of service sector growth?

- A) Competitive Clustering
- B) Changing Demographics
- C) Service Package
- D) Non-transferrable Ownership

Answer: B) Changing Demographics

13. What is a challenge in adopting new technology in services?

- A) Lack of Innovation
- B) Customer Participation
- C) Information Empowerment
- D) Resistance to Change

Answer: D) Resistance to Change

14. Which concept involves the degree of divergence in the service process?

- A) Service Blueprinting
- B) Process Structure
- C) Intellectual Property
- D) Degree of Divergence

Answer: D) Degree of Divergence

15. Service Blueprinting is a tool used for:

- A) Service Package
- B) Process Analysis
- C) Taxonomy for Service Process Design
- D) Customer Relationship Management

Answer: B) Process Analysis

16. What does the "Customer Value Equation" in service design focus on?

- A) Maximizing customer participation
- B) Balancing service costs and customer benefits
- C) Non-transferrable Ownership
- D) Intellectual Property

Answer: B) Balancing service costs and customer benefits

17. Strategic Positioning through Process Structure involves:

- A) Information Technology
- B) Service Blueprinting
- C) Optimizing service delivery processes
- D) Customer as Co-producer

Answer: C) Optimizing service delivery processes

18. Which approach to service system design involves treating the customer as a co-producer?

- A) Production-Line Approach
- B) Customer as Co-producer Approach

- C) Customer Contact Approach
- D) Information Empowerment Approach

Answer: C) Customer Contact Approach

19. What is a critical factor in the readiness to embrace new technology in services?

- A) Service Package
- B) Geographic Information Systems
- C) Intellectual Property
- D) Organizational Preparedness

Answer: D) Organizational Preparedness

20. In service design, what does "Taxonomy for Service Process Design" involve?

- A) Categorizing services based on their delivery process
- B) Creating memorable customer experiences
- C) Information Empowerment
- D) Customer Relationship Management

Answer: A) Categorizing services based on their delivery process

21. Which element plays a significant role in the service encounter dominated by the service organization?

- A) Customer
- B) Culture
- C) Technology
- D) Empowerment

Answer: C) Technology

22. What is the primary focus of the Service Encounter Triad?

- A) Customer expectations
- B) Interaction between customer, service organization, and technology
- C) Service Package
- D) Intellectual Property

Answer: B) Interaction between customer, service organization, and technology

23. In a customer-dominated encounter, who has more influence during the service interaction?

- A) Service Organization
- B) Contact Personnel
- C) Customer
- D) Information Technology

Answer: C) Customer

24. What is emphasized in creating an ethical climate in the service encounter?

- A) Intellectual Property
- B) Control Systems
- C) Empowerment
- D) Technology

Answer: C) Empowerment

25. The concept of the Service Profit Chain focuses on the relationship between:

- A) Customer and service organization
- B) Technology and service delivery
- C) Intellectual Property and customer satisfaction
- D) Employee satisfaction and customer loyalty

Answer: A) Customer and service organization

26. What role do scripts play in co-production in the service encounter?

- A) Guiding the service organization
- B) Shaping customer expectations and behaviors
- C) Intellectual Property protection
- D) Controlling technology usage

Answer: B) Shaping customer expectations and behaviors

27. What is a key factor in creating a customer service orientation?

- A) Geographic Information Systems
- B) Control Systems
- C) Service Package
- D) Customer Relationship Management

Answer: B) Control Systems

28. Which aspect is critical in customer relationship management in the service encounter?

- A) Job Shop Process Layout
- B) Customer Expectations and Attitudes
- C) Competitive Clustering
- D) Information Empowerment

Answer: B) Customer Expectations and Attitudes

29. The concept of "self-service" is associated with:

- A) Information Technology
- B) Customer Contact Approach
- C) Non-transferrable Ownership
- D) Service Organization Culture

Answer: A) Information Technology

30. In the Service Encounter Triad, which element represents the service organization's values and norms?

- A) Customer
- B) Culture
- C) Empowerment
- D) Technology

Answer: B) Culture

31. What is a consideration in strategic location for service facilities?

- A) Competitive Clustering
- B) Saturation Marketing

C) Geographic Information Systems

D) Service Package

Answer: A) Competitive Clustering

32. How does the Internet impact service location?

A) Reduces the need for competitive clustering

B) Encourages saturation marketing

C) Facilitates communication substitution for travel

D) Minimizes the role of geographic information systems

Answer: C) Facilitates communication substitution for travel

33. Which model is used for analyzing location decisions for multiple facilities?

A) Cross-Median Approach

B) Huff Model

C) Geographic Representation Model

D) Regression Analysis Model

Answer: B) Huff Model

34. What is a key factor in service facility location modeling considerations?

A) Intellectual Property

B) Number of Facilities

C) Customer Contact Approach

D) Flow Process Layout

Answer: B) Number of Facilities

35. What is the impact of the Internet on service location?

- A) Increases dependence on geographic information systems
- B) Encourages separation of front from back office
- C) Facilitates communication substitution for travel
- D) Promotes saturation marketing

Answer: C) Facilitates communication substitution for travel

36. What technique is used in location decisions involving a single facility using road networks?

- A) Geographic Representation
- B) Cross-Median Approach
- C) Huff Model
- D) Regression Analysis

Answer: B) Cross-Median Approach

37. What is a potential outcome of competitive clustering in service facility location?

- A) Reduced market saturation
- B) Increased competition
- C) Separation of front from back office
- D) Minimal reliance on geographic information systems

Answer: B) Increased competition

38. In facility location, what does "Site Considerations" involve?

- A) Determining the number of facilities
- B) Selecting optimal geographic locations
- C) Analysis of flow process layout
- D) Information empowerment strategies

Answer: B) Selecting optimal geographic locations

39. What is a technique used in location decisions for retail outlets?

- A) Geographic Representation
- B) Cross-Median Approach
- C) Huff Model
- D) Regression Analysis

Answer: C) Huff Model

40. What is a potential consequence of saturation marketing in service facility location?

- A) Geographic Information Systems become irrelevant
- B) Increased market demand
- C) Reduced competition
- D) Inefficient use of resources

Answer: D) Inefficient use of resources

41. What is the primary focus of environmental psychology in service facility design?

- A) Customer Participation
- B) Land Availability and Space Requirements

- C) Information Empowerment
- D) Intellectual Property Protection

Answer: B) Land Availability and Space Requirements

42. What is the term used to describe the physical surroundings where a service is delivered?

- A) Service Package
- B) Services capes
- C) Customer Relationship Management
- D) Control Systems

Answer: B) Services capes

43. What factors are considered in environmental dimensions of servicescapes?

- A) Flexibility and Security
- B) Information Technology
- C) Geographic Information Systems
- D) Competitive Clustering

Answer: A) Flexibility and Security

44. Which layout type involves arranging workstations based on the sequence of tasks in service facility design?

- A) Flow Process Layout
- B) Job Shop Process Layout
- C) Information Empowerment
- D) Service Package

Answer: A) Flow Process Layout

45. What does the term "Behaviors in Services capes" refer to?

- A) Job Shop Process Layout
- B) Control Systems
- C) Land Availability and Space Requirements
- D) Observations and actions of individuals in the service environment

Answer: D) Observations and actions of individuals in the service environment

46. What does "Process Analysis" involve in service facility and process flows?

- A) Determining the number of facilities
- B) Analyzing the sequence of tasks in service delivery
- C) Creating a customer service orientation
- D) Information Technology strategies

Answer: B) Analyzing the sequence of tasks in service delivery

47. What tool is commonly used for visual representation of a project schedule in service facility design?

- A) Gantt Chart
- B) Taxonomy for Service Process Design
- C) Service Blueprinting
- D) Cross-Median Approach

Answer: A) Gantt Chart

48. Which of the following is a key objective in facility layout design?

- A) Competitive Clustering
- B) Information Empowerment
- C) Customer Relationship Management
- D) Aesthetic Factors

Answer: D) Aesthetic Factors

49. In service facility design, what is the focus of the "Community and Environment"?

- A) Geographic Information Systems
- B) Land Availability and Space Requirements
- C) Intellectual Property
- D) Consideration of local surroundings and impact

Answer: D) Consideration of local surroundings and impact

50. What type of process layout involves grouping similar activities together in service facility design?

- A) Job Shop Process Layout
- B) Flow Process Layout
- C) Customer Contact Approach
- D) Production-Line Approach

Answer: A) Job Shop Process Layout