

Chapter 01 Introduction to Services **Answer Key**

Multiple Choice Questions

1. In the simplest terms, _____ are deeds, processes, and performances.

A. Attributes
B. Experiences
C. Services
D. Goods
E. Benefits

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

2. The maintenance contract offered by Sears on its Kenmore refrigerators, dishwashers, and microwaves is an example of a(n) _____.

A. Service
B. Experience
C. Attribute
D. Good
E. Benefit

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

3. The core offerings of hospitals, hotels, and banks are primarily deeds and performances and therefore are _____.

A. Services
B. Experiences
C. Attributes
D. Goods
E. Benefits

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

4. When they go away on vacation, some dog owners choose to leave their dogs in posh pet resorts that offer a variety of activities for the dogs, such as swimming pool frolics, nature walks, and hayrides. The dog owners pay around \$17 per night for basic boarding at the pet resorts and up to an additional \$20 for the other activities, which would be collectively classified as:

A. Goods
B. Values
C. Services
D. Satisficers
E. Attributes

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Bloom: Understand

Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

5. _____ is a key determinant of whether an offering should be classified as a product or a service.

A. Physicality
B. Audience passivity
C. Intangibility
D. Perception
E. Abstraction

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

6. Which of the following is an intangible component of a car repair shop?

A. Replacement parts
B. Employee uniforms
C. Barrel for storing recyclable motor oil
D. The training the mechanic has received
E. Customer waiting area

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

7. Which of the following is an example of a tangible component provided by a hotel?

A. Wake-up call
B. Guest rooms
C. Room service
D. Express check-out
E. Guaranteed reservations

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Bloom: Understand

Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

8. Which of the following is NOT an example of a service business?

- A. Amusement park
- B. Hotel
- C. Bank
- D. Department store
- E. Paper mill**

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

9. Extron Electronics makes coaxial cables for connecting computers to all types of peripheral devices like printers, modems, and fax machines. For the benefit of its customers, Extron provides a laminated card with pictures of all the possible cable connections that a customer could need. With this card, a customer can order from one to any number of connectors with as many feet of cable as is needed. Orders can be placed using a toll-free number, a fax number or an e-mail address. Company reps are also available 24-hours a day in case the customer is not sure which drawing on the card matches his or her needs. Orders are shipped within 48-hours of receipt. If a customer is not completely satisfied with his or her order, Extron has a 100 percent satisfaction guaranteed return policy. Which of the following trends that has influenced the development of services marketing concepts and strategies as illustrated by Extron's focus on customer service?

- A. The increasing importance of service industries to the U.S. and world economies
- B. The increase of government regulation of service industries
- C. The growth in information-based technology
- D. Increased competition in professional services
- E. Manufacturing firms are placing increased emphasis on providing services**

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Bloom: Understand

Difficulty: Moderate

Learning Objective: 01-02 Explain the need for special service marketing concepts and practices and why the need has developed and is accelerating.

10. Which of the following trends has directly influenced the development of services marketing concepts and strategies?

- A. The decreasing importance of service industries to the U.S. and world economies
- B. The growth in information-based technology
- C. Decreased competition in professional services
- D. The fact that manufacturing firms are placing increased emphasis on providing services**
- E. None of the above

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Moderate

Learning Objective: 01-01 Explain what services are and identify important trends in services.

11. On his way to work today, Terry saw a billboard for a physician's group that specialized in vascular surgery. In his local newspaper there was a full-page ad for a medical clinic that performed similar surgery. Then in his mail, he got a brochure from yet another medical clinic asking him if he wanted to get rid of ugly varicose veins. Which trend that influenced the development of services marketing concepts and strategies is illustrated here?

- A. The increasing importance of service industries to the U.S. and world economies
- B. The increase of government regulation of professional service industries
- C. The growth in database marketing
- D. Increased competition in professional services**
- E. Professional firms are placing increased emphasis on providing services

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

12. Which of the following statements about services is true?

- A. A service economy produces services at the expense of other sectors.
- B. Service jobs are low paying and menial.
- C. Service production is labor intensive and low in productivity.
- D. Service is a necessary evil for manufacturing firms.
- E. Marketing and managing services presents issues and challenges not faced in manufacturing and packaged goods companies.**

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-02 Explain the need for special service marketing concepts and practices and why the need has developed and is accelerating.

13. Without good mailing lists, businesses cannot engage in effective direct-marketing advertising. On average 20 percent of the U.S. population moves annually. Return Path is a company that provides changes of addresses to businesses. It takes a business's mailing list, compares it to address changes that it gathers daily in its database and makes any necessary corrections. Return Path is a part of which trend in the services marketing industry?

- A. The increasing importance of service industries to the U.S. and world economies
- B. The decrease of human interaction as a result of widespread use of technology-based services
- C. The growth in the use of technology-based services**
- D. Increased competition in the direct-mail industry
- E. The fact that direct marketing firms are placing increased emphasis on providing services

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Bloom: Understand

Difficulty: Easy

Learning Objective: 01-03 Explore the profound impact of technology on service.

14. Gina and Henry were having breakfast when they decided they wanted to have pizza and watch a movie that night. When she got home from work, Gina turned on her computer, logged on to the Netflix site, and chose the movie Moneyball to view via online video streaming. Next she logged on to her favorite pizza restaurant's Web site and ordered a large pepperoni pizza and a bottle of soda to be delivered at 6:45 p.m. Gina and Henry enjoyed their evening. Which trend that influenced the development of services marketing is illustrated here?

- A. The increasing importance of service industries to the U.S. and world economies
- B. The decrease of human interaction as a result of widespread use of technology-based services
- C. The growth in the use of technology-based services**
- D. Increased competition in the entertainment industry
- E. The fact that manufacturing firms are placing increased emphasis on providing services

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-03 Explore the profound impact of technology on service.

15. Which of the following statements has been suggested as a plausible explanation for the customer perception that service quality is declining?

- A. Technology-based services, which are superior to human-based services, are not being implemented enough
- B. Services are leveling the playing field and consistently trying to offer the same level of service to every customer
- C. Companies are decreasing their reliance on self-service and increasing the use of human interaction in the performance of services
- D. Customer expectations are higher because of the excellent service they receive from some companies**
- E. Even though it is Easy to provide consistent, high-quality service, many companies do not want to do it

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Bloom: Understand

Difficulty: Moderate

Learning Objective: 01-02 Explain the need for special service marketing concepts and practices and why the need has developed and is accelerating.

16. Which of the following statements has been suggested as a plausible explanation for the customer perception that service quality is declining?

- A. Increasing use of technology is perceived by many customers as less service because there is no human interaction**
- B. Companies provide unclear tactics for customers to follow when dealing with service providers
- C. Delivering consistent, high-quality service becomes routine
- D. Customers have no concept of what conditions produce to quality service
- E. Too many talented employees are left mired in front-end jobs that do not challenge them

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Bloom: Understand

Difficulty: Moderate

Learning Objective: 01-02 Explain the need for special service marketing concepts and practices and why the need has developed and is accelerating.

17. Which of the following statements about how technology has positively influenced service is true?

- A. Technology provides approaches for delivering existing services in more accessible, convenient, productive ways
- B. Technology facilitates basic customer service functions
- C. Technology facilitates transactions by offering a direct vehicle for making purchases
- D. Technology provides an easy way for customers to learn and do research about products and companies
- E.** All of the above statements about how technology has influenced service are true

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Bloom: Remember

Difficulty: Easy

Learning Objective: 01-03 Explore the profound impact of technology on service.

18. Which of the following statements describes how consumers and employees are responding to technology-based services?

- A. Services can readily calm fears that privacy may be sacrificed if technology is used
- B. An infusion of technology can lead to an increase in human interaction
- C. The payback for investments in technology is a certainty
- D.** Employees are often reluctant to integrate technology into their work lives
- E. All of the above statements describe how consumers and employees are responding to technology-based services

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Bloom: Understand

Difficulty: Easy

Learning Objective: 01-03 Explore the profound impact of technology on service.

19. The most distinguishing characteristic of services is:

- A. Heterogeneity
- B. Perishability
- C.** Intangibility
- D. Comparability
- E. Divisibility

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

20. The characteristic of a service that means that it cannot be seen, felt, tasted, or touched is:

- A. Intangibility
- B. Heterogeneity
- C. Divisibility
- D. Perishability
- E. Compatibility

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

21. On a recent visit to The Home Depot store, a sales associate greeted Madison when she entered the store, helped her locate the items she needed to repair her gutters and suggested how she could prevent gutter problems in the future. The assistance provided by the sales associate illustrates the _____ of services.

- A. Intangibility
- B. Comparability
- C. Divisibility
- D. Perishability
- E. Compatibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

22. In India weddings are timed to occur when Venus is in the ascendant and Jupiter is strong. This day is deemed lucky. In 2005, almost 15, 000 couples in New Delhi had their wedding on December 25, the day astrologers announced would be the best day for a wedding. The service provided by the astrologers is an excellent illustration of the _____ of services.

- A. Intangibility
- B. Comparability
- C. Divisibility
- D. Perishability
- E. Compatibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

23. Which of the following statements describes a marketing implication that results from the intangibility of services?

- A. Services cannot be inventoried.
- B. Services cannot be easily patented.
- C. Services cannot be readily displayed.
- D. The actual costs of a “unit of service” are hard to determine.
- E. All of the above.

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Bloom: Understand

Difficulty: Moderate

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

24. Which of the following statements describes a marketing implication that results from the intangibility of services?

- A. Customers participate in and affect the transaction
- B. Service quality depends on many uncontrollable factors
- C. Services can be readily communicated
- D. There is no sure knowledge that the service delivered matches what was planned and promoted
- E. Services cannot be inventoried

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

25. The characteristic of a service that refers to differences in employees' performances is:

- A. Intangibility
- B. Heterogeneity
- C. Divisibility
- D. Perishability
- E. Simultaneous production and consumption

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

26. The first time Barry brought his car to Auto Lube to have the oil changed he was very satisfied with the service. The service manager consulted him several times while his car was being serviced, asked him if there were any problems with the car, recommended when additional services should be performed and answered questions directly and politely. However, when Barry went back to Auto Lube after three months to have his oil changed again, he was not satisfied with the service. The manager spoke to him only when he arrived and when he paid his bill. In addition, the manager was impatient and unfriendly during the interaction. Barry's experience at Auto Lube illustrates the _____ of services.

- A. Intangibility
- B. Heterogeneity**
- C. Simultaneous production and consumption
- D. Perishability
- E. Divisibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

27. The first time Alexis went to take golf lessons, she had a golf pro who was very patient with her and who was able to pinpoint what she was doing wrong without making her feel uncoordinated. Her second golf lesson was not nearly as helpful. The golf pro who gave the lesson wanted Alexis to watch what he was doing and imitate his swing. He was unable to verbalize his instructions. Alexis's experience with the two golf instructors illustrates the _____ of service.

- A. Intangibility
- B. Heterogeneity**
- C. Simultaneous production and consumption
- D. Perishability
- E. Divisibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

28. Two roommates both registered for an introduction to business class. At midterm, one roommate found his instructor so boring that he was thinking of changing his major to history. The other roommate had a charismatic teacher and looked forward to going to class. This heterogeneity of instruction demonstrates:

- A. How difficult it is to synchronize supply and demand with service
- B. That customer service depends on employee actions**
- C. How customers affect each other
- D. The fact services cannot be readily communicated or displayed
- E. Why services cannot be inventoried

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

29. A tax accountant may provide a different service experience to two different customers on the same day depending on their individual needs and personalities and on whether she is meeting with them when she is fresh in the morning or tired at the end of the day. This is an example of service _____.

A. Versatility
B. Heterogeneity
C. Simultaneous production and consumption
D. Perishability
E. Intangibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

30. Parents everywhere are very busy and often cannot spend time with their children. In the Netherlands, children who want a bedtime story can call the telephone service and request to listen to one of twenty prerecorded fairy tales. The phone company charges \$7 per story. Because of the prerecording of the stories, this bedtime service reduces the problems typically associated with the _____ characteristic of services.

A. Versatility
B. Heterogeneity
C. Simultaneous production and consumption
D. Perishability
E. Intangibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-03 Explore the profound impact of technology on service.

31. Which of the following is a marketing implication that results from the heterogeneity of services?

A. Services cannot be returned or resold
B. Services cannot be patented
C. Services cannot be inventoried
D. Service delivery and customer satisfaction depend on employee and customer actions
E. All of the above are marketing implications resulting from the heterogeneity of services

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

32. Because of the _____ of services, service producers find themselves playing a role as part of the product itself and an essential ingredient in the service experience for the consumer.

A. Comparability
B. Intangibility
C. Heterogeneity
D. Simultaneous production and consumption
E. Perishability

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

33. Due to the _____ characteristic of services, customers will frequently interact with each other during the service production process and may affect each other's experiences.

A. Comparability
B. Intangibility
C. Heterogeneity
D. Simultaneous production and consumption
E. Perishability

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

34. The Offshore Sailing School in Jersey City, New Jersey, offers a basic sailing course, which takes place in three days over two weekends, for \$495. Students enrolled in the course attend classroom sessions that cover the theory and technology of sailing and receive hands-on sailing instructions in the water that introduces them to all fundamental sailing skills. Student participation in the Offshore Sailing School's classroom sessions and hands-on sailing instructions illustrates the _____ characteristic of services.

A. Versatility
B. Heterogeneity
C. Simultaneous production and consumption
D. Perishability
E. Intangibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

35. For their wedding anniversary, Beth and Rick wanted to go skydiving. They enrolled in a skydiving class at the local airport at a cost of \$260. After a 30-minute training course in which everything that was going to happen to them was carefully explained, Beth and Rick were sent up in an airplane with two skydiving experts. Each was placed in a harness arrangement with one of the experts and did what is called a tandem dive. With a tandem dive, Beth and Rick get to enjoy the experience without having to worry about when to open the parachute. The skydiving expert does that for them. This tandem jump illustrates the _____ characteristic of services.

- A. Versatility
- B. Heterogeneity
- C. Simultaneous production and consumption**
- D. Perishability
- E. Intangibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

36. Which of the following statements describes a marketing implication that results from the simultaneous production and consumption of services?

- A. Services cannot be returned or resold
- B. Service quality depends on many uncontrollable factors
- C. Employees affect the service outcome**
- D. Services cannot be readily displayed or communicated
- E. There is no sure knowledge that the service delivered matches what was planned and promoted

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

37. _____ refers to the fact that services cannot be saved, stored, resold, or returned.

- A. Intangibility
- B. Heterogeneity
- C. Simultaneous production and consumption
- D. Perishability**
- E. Incompatibility

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

38. In many cultures, weddings are timed to occur on lucky days. In 2011, wedding planners from Las Vegas, Nevada, to Mumbai, India, knew long before the auspicious date of November 11th (11/11/11) that this would be one of their busiest days of the year, if not the century. Because other dates would just not be as lucky for the blushing brides and grooms, and simply would not suffice, the wedding planners had to prepare all year for more weddings on this one date than on any other day throughout the year. This example illustrates the _____ characteristic of services.

- A. Versatility
- B. Heterogeneity
- C. Simultaneous production and consumption
- D.** Perishability
- E. Intangibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

39. An attorney who charges a client for a missed appointment is taking into account the _____ characteristic of services.

- A. Heterogeneity
- B. Simultaneous production and consumption
- C. Incomparability
- D.** Perishability
- E. Intangibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

40. Bob Wilson owns and operates Flashdance Skating Rink. Last Monday afternoon, he had rented the rink out for a birthday party that was cancelled at the last minute due to a flu epidemic that had sickened three-fourths of the children who were invited. While Wilson kept the deposit, he did not get the skate rental fees or the snack food money he had anticipated from the rental. Wilson lost money as a result of the _____ characteristic of services.

- A. Heterogeneity
- B. Simultaneous production and consumption
- C. Incomparability
- D.** Perishability
- E. Intangibility

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

41. _____ qualities are characteristics of a product consumers may find impossible to evaluate even after purchase and consumption.

- A. Search
- B. Cognitive
- C. Perceptual
- D. Experience
- E.** Credence

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

42. Which of the following products is LEAST high in experience qualities?

- A. Plastic surgery
- B. A prom band
- C. Catered banquet
- D.** Wedding dress
- E. Pet grooming

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

43. Which of the following is NOT an element of the traditional marketing mix?

- A.** Production
- B. Place
- C. Product
- D. Price
- E. Promotion

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

44. In addition to the elements of the traditional marketing mix, the expanded mix for services includes:

- A. Positioning, personalization, and process
- B.** People, physical evidence, and process
- C. Personalization, procurement, and people
- D. Profit, production, and psychology
- E. People, partnerships, and positioning

Accessibility: Keyboard Navigation

Bloom: Remember

Difficulty: Easy

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

45. Which of the following is an example of the people element of an airline company's services marketing mix?
- A. Pilots
 - B. Baggage handlers
 - C. Customers
 - D. Flight attendants
 - E.** All of the above

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Easy

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

46. When Alicia and Jordan dined at Formia Ristorante, a contemporary Italian restaurant in New Jersey, they both enjoyed Formia's coy, smart and embracing atmosphere. Formia creates this atmosphere with a single large dining room that measures 20 by 60 feet and contains 14 roomy tables. Ceiling fans slowly swirl as candlelight dances across the tables that are attentively cared for by servers. Vertical pink and white florid patterns emerge from old wainscoting. Finally, Formia's two-page menu offers guests a range of pasta, chicken, veal, and seafood entrees, in addition to nightly specials that are handwritten and presented on large index cards. Alicia and Jordan experienced the _____ element of Formia Ristorante's services marketing mix.
- A. Product
 - B. Production
 - C. Process
 - D. Place
 - E.** Physical evidence

Accessibility: Keyboard Navigation

Bloom: Apply

Difficulty: Moderate

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

47. Ruth recently visited a day care center that is convenient to her work. Ruth is thinking of letting the day care workers care for her infant son while she is at work. The first thing Ruth noticed when she walked in the door of the facility was the smell of urine. There was a dead plant in the window. Toys were strewn about the floor and Ruth almost tripped over a tricycle. In this example, Ruth experienced negative aspects of the _____ element of the day care center's services marketing mix.

A. Product
B. Production
C. Process
D. Place
E. Physical evidence

Accessibility: Keyboard Navigation

Bloom: Apply

Difficulty: Easy

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

48. Historically, the Japanese have had poor dental care. As part of their beauty regimen, the Japanese do have a habit of lightening and whitening their skin. Teethart has developed "tooth manicure" salons, which allow Japanese to match their teeth coloration to their skin. Each treatment takes place in a small booth, which contains an ergonomically-designed chair, muted lights, and New Age-style music. The walls are painted calming shade of blues and greens. Teethart uses the _____ element of its service to reduce stress associated with dental procedures.

A. Product
B. Production
C. Process
D. Place
E. Physical evidence

Accessibility: Keyboard Navigation

Bloom: Apply

Difficulty: Easy

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

49. Historically, the Japanese have had poor dental care. As part of their beauty regimen, the Japanese do have a habit of lightening and whitening their skin. Teethart has developed "tooth manicure" salons, which allow Japanese to match their teeth coloration to their skin. A personalized whitening mouthpiece is developed for each patient. The mouthpiece is placed around the teeth and a cleaning solution is added. The patient listens to soothing music and sits in a comfortable chair while his or her teeth are whitened. Monthly treatments in this spa-like environment reflect the _____ element of Teethart's service mix.

A. Product
B. Production
C. Process
D. Place
E. Promotion

Accessibility: Keyboard Navigation

Bloom: Apply

Difficulty: Easy

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

50. Yesterday, Mike went to the dentist for his 6-month check-up. Two weeks before he went to the dentist, he called the office to make an appointment. The day before his check-up, the office's receptionist called him to confirm his appointment. When Mike arrived at the office, he checked in with the receptionist and then waited in the waiting room for 15 minutes, reading a magazine, before being greeted by the dental hygienist, who escorted him to an examination room. The dentist entered the room, greeted Mike, examined Mike's teeth, took a set of x-rays and asked the dental hygienist to clean Mike's teeth. When his teeth were cleaned, the hygienist told Mike he should return in 6 months for another check-up. Mike experienced the _____ element of the dental office's services marketing mix.
- A. Product
 - B. Personalization
 - C. Process**
 - D. Place
 - E. Physical evidence

Accessibility: Keyboard Navigation
Bloom: Apply
Difficulty: Easy

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

True / False Questions

51. Salt, bricks, and paper clips are three examples of tangible dominant products.

TRUE

Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

52. According to the concept of derived services, the value derived from physical goods is really the service provided by the good, not the good itself.

TRUE

Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy

Learning Objective: 01-01 Explain what services are and identify important trends in services.

53. The development of services marketing concepts has been strongly influenced by professional services like doctors and attorneys.

TRUE

Accessibility: Keyboard Navigation
Bloom: Remember

Difficulty: Easy
Learning Objective: 01-02 Explain the need for special service marketing concepts and practices and why the need has developed and is accelerating.

54. Despite the importance of services and the bottom-line profit potential for services, consumers perceive that overall the quality of service they are receiving is declining.

TRUE

Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy

Learning Objective: 01-02 Explain the need for special service marketing concepts and practices and why the need has developed and is accelerating.

55. The deregulation of industries has actually lessened the demand for services marketing skills.

FALSE

Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy

Learning Objective: 01-02 Explain the need for special service marketing concepts and practices and why the need has developed and is accelerating.

56. Technology is creating a demand for ethnocentric services.

FALSE

Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy

Learning Objective: 01-03 Explore the profound impact of technology on service.

57. All businesses and organizations that operate on the Internet are essentially providing a service.

TRUE

Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy

Learning Objective: 01-03 Explore the profound impact of technology on service.

58. Because a product is tangible, it cannot be inventoried.

FALSE

Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

59. Because the production and consumption of services is simultaneous, the mass production of services is difficult.

TRUE

Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

60. A primary issue that marketers face in relation to service perishability is ensuring service quality over time.

FALSE

*Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

61. Pricing is easier when marketing services than when marketing goods.

FALSE

*Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

62. The seven elements of the marketing mix for services are product, promotion, place, price, process, progress, and people.

FALSE

*Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Easy*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

Short Answer Questions

63. What do deeds, processes, and performances have in common?

*Accessibility: Keyboard Navigation
Bloom: Apply
Difficulty: Moderate*

Learning Objective: 01-01 Explain what services are and identify important trends in services.

64. What do tax preparation services, law offices, dental practices, and architects have in common?

*Accessibility: Keyboard Navigation
Bloom: Apply
Difficulty: Moderate*

Learning Objective: 01-01 Explain what services are and identify important trends in services.

65. What is the key determinant of whether a product is a good or a service?

*Accessibility: Keyboard Navigation
Bloom: Remember
Difficulty: Moderate*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

66. Luke Roche has developed a great new massage therapy that can completely alleviate the pain produced by the typical migraine headache. He wants to patent his massages. What is wrong with this plan?

*Accessibility: Keyboard Navigation
Bloom: Evaluate
Difficulty: Moderate*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

67. Weight loss centers provide moral support and weight-loss aids to those who believe they need to diet. The centers often use before and after pictures of their most successful cases to overcome problems associated with which service characteristic?

*Accessibility: Keyboard Navigation
Bloom: Apply
Difficulty: Moderate*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

68. Jeffrey overheard two women comparing the way the dog groomer clipped their poodles. One claimed the groomer did not cut the hair between her dog's toes as was advertised, but that everything else about the cut was perfect. The other groused that the groomer left the hair on her dog's tail too long, but at least the hair on his feet had been cut. Which characteristic of service were the two women discussing?

*Accessibility: Keyboard Navigation
Bloom: Analyze
Difficulty: Moderate*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

69. Briefly explain why it is difficult to mass produce a service.

*Accessibility: Keyboard Navigation
Bloom: Understand
Difficulty: Moderate*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

70. What is the primary issue that marketers face in relation to service perishability?

*Accessibility: Keyboard Navigation
Bloom: Understand
Difficulty: Moderate*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

71. Maria Kingsley is a fortune teller. She is concerned because today two of her clients missed their appointments to have her read their Tarot cards and she had plans for the money she would have earned. With which characteristic of services is Kingsley most concerned?

*Accessibility: Keyboard Navigation
Bloom: Apply
Difficulty: Moderate*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

72. What do a vacation to Jamaica and a haircut have in common besides the fact that they are both services?

*Accessibility: Keyboard Navigation
Bloom: Analyze
Difficulty: Moderate*

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

73. A hotel manager is studying other hotels to see how they achieve and maintain service quality. The manager has spent some time paying attention to the actions, interactions, and appearance of front desk clerks, housekeepers, spa attendants, and restaurant staff. With which element of the services marketing mix is the hotel manager concerned?

*Accessibility: Keyboard Navigation
Bloom: Apply
Difficulty: Moderate*

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

74. Which elements of the services marketing mix are influenced by the techniques used to recruit and train new employees as telemarketers?

*Accessibility: Keyboard Navigation
Bloom: Apply
Difficulty: Moderate*

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

75. Which element of the services marketing mix is influenced by the health inspector's report that is prominently displayed in all restaurants?

Accessibility: Keyboard Navigation

Bloom: Apply

Difficulty: Moderate

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

76. An airline is concerned with whether its passengers are satisfied with how their luggage is handled before, during, and after a flight. With which element of the services marketing mix is the airline concerned?

Accessibility: Keyboard Navigation

Bloom: Apply

Difficulty: Moderate

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.

77. How are customers and employees responding to the proliferation of technology-based services?

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Challenging

Learning Objective: 01-03 Explore the profound impact of technology on service.

78. What does it mean when someone says, "The Internet is a service"?

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Challenging

Learning Objective: 01-03 Explore the profound impact of technology on service.

79. List the four characteristics that distinguish services from goods and discuss how each would impact the marketing of a chain of fitness centers that is being started by six former Olympic athletes.

Accessibility: Keyboard Navigation

Bloom: Apply

Difficulty: Challenging

Learning Objective: 01-04 Outline the basic differences between goods and services and the resulting challenges and opportunities for service businesses.

80. Describe the three new elements of the service marketing mix.

Accessibility: Keyboard Navigation

Bloom: Understand

Difficulty: Moderate

Learning Objective: 01-05 Introduce the expanded marketing mix for services and the philosophy of customer focus as powerful frameworks and themes that are fundamental to the rest of the text.