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| Q1) 1. More career opportunities for everyone |
| 2. freedom to choose from a variety of jobs, tasks, and assignments |
| 3. more flexibility in how and where work is performed |
| 4. more control over your own time |
| 5. greater opportunities to express yourself through your work |
| 6. ability to shape and reshape your life’s work in accordance with your values and interests |
| 7. increased opportunity to develop other skills by working in various industries and environments |
| 8. self-empowerment mind-set |
| 9. allows one to create situations or positions where one can fill a need in the world that is not being filled |
| 10. opportunity to present oneself as an independent contractor or vender with services to offer. |
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| Q2). The unique characteristics of services , such as customer participation, simultaneity, perishability, intangibility, heterogeneity |
| And nontransferable ownership. For customers, service is an experience occurring in the front office and back office. And |
| Simultaneity needs the production and consumption need to be happened at the same time. |
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| Q3). |
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| Q4). **1.**the first mode called technology free service encounter, where the customer is in physics proximity to and interacts with a |
| Human service provider. |
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| **2.** second one called technology-assisted service encounter, because only the services provider has access to the technology to |
| Facilitate the delivery of face-to-face service |
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| **3.** third one is technology-facilitated service encounter, because both the customer and service provider have access to the same |
| Technology |
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| **4.** the fourth one is called technology-mediated service encounter, the customer and human service provider are not co-located |
| Physically and, thus, the service encounter no longer is face-to-face contact. |
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| **5.** the last one is called technology-generated service encounter, the human service provider is replaced entirely with technology |
| That allows the customer to self-serve. |
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| Q5). **1.the economizing customer.** This customer wants to maximize the value obtained for his or her expenditures of time, effort, |
| And money. He or she is a demanding and sometimes fickle customers who looks for value that will test the competitive strength of |
| The service firm in the market. Loss of these customers serves as an early warning of potential competitive threats. |
| **2. the ethical customer.** This customer feels a moral obligation to patronize socially responsible firms. Service firms that have |
| Developed a reputation for community service can create such a loyal customer base. |
| **3.the personalizing customer.** This customer wants interpersonal gratification,such as recognition and conversation, from the service |
| Experience. |
| **4.the convenience customer.** This customer has no interest in shopping for the service, convenience is the secret to attracting him or |
| Her. Convenience customers often are willing to pay extra for personalized or hassle-free service. |
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| Q6). 1.internal quality drives employee satisfaction. 2.employee satisfaction drives retention and productivity. |
| 3.employee retention and productivity drive service value. 4.service value drives customer satisfaction |
| 5. customer satisfaction drives customer loyalty. 6.customer loyalty drives profitability and growth. |
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| Q7). **1. reliability.** the ability to perform the promised service both dependably and accurately. Reliable service performance is a |
| Customer expectation and means that the service is accomplished on time., in the same manner, and without errors every time. |
| **2. responsiveness.** The willingness to help customers and to provide prompt service. Keeping customers waiting, particularly for no |
| apparent reason, creates unnecessary negative perceptions of quality. If a service failure occurs, the ability to recover quickly and |
| With professionalism can create very positive perceptions of quality. |
| **3.empathy.** the provision of caring, individualized attention to customers. Empathy includes the following features: approachability, |
| Sensitively, and effort to understand the customer’s needs. |
| **4.assurance.** the knowledge and courtesy of employees as well as their ability to convey trust and confidence. The assurance |
| Dimension includes the following features: competence to perform the service, politeness and respect for the customer, effective |
| Communication with the customer, and the general attitude that the server has the customer’s best interest at heart. |
| **5.tangibles**. the appearance of physical facilities, equipment, personal, and communication materials. The condition of the physical |
| Surroundings is tangible evidence of the care and attention to detail that are exhibited by the service provider. |
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| Q8).**1.unconditional.** customers satisfaction is unconditional, without expectations. For example, L.L.Bean, a Maine mail-order house |
| Accepts all return without question and provide a replacement, refund or credit. |
| **2.easy to understand and communicate.** Customers should know precisely what to expect from the guarantee in measurable terms. |
| For example, Bennigan’s promises that if a lunch is not served within 15 minutes, the dinner receives a free meal. |
| **3. meaningful.** The guarantee should be important to the customer in financial as well as in service. Domino pizza guarantees that |
| If an order is not delivered within 30 minutes, the customers get 3 dollars off rather than a free pizza, because its customers consider |
| A rebate to be more reasonable. |
| **4. easy to invoke.** A dissatisfied customer should not be hassled with filling out forms or writing letters to invoke a guarantee. |
| A service of Citibank, guarantees the lowest airfares or a refund if the difference; a toll-free call to an agent is all that is neccesary |
| To confirm a lower fare and get a refund. |
| **5.easy to collect.** The best guarantees are resolved on the spot, as illustrated by Domino’s Pizza and Bennigns’s. |
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| Q9). **1.**the case-by-case approach addresses each customer’s complaint individually. This inexpensive approach is easy to implement, |
| But it can be haphazard. |
| **2.** the systematic-response approach uses a protocol to handle costumer complaints. |
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| **3.**an early intervention approach adds another components to the systematic-response approach by attempting to intervene |

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| And fix service-process problems before the affect the customers. |
| **4.** an alternate approach capitalizes on the failure of a rival to win the competitor’s customer by providing a substitute service |
| Recovery. |
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| Q10). **1. Customer satisfaction**. Focusing on satisfying customers’ needs should be paramount in workers’ minds. This requires an |
| Attitude of putting the customer first and a belief that this principle is the object of one’s work. |
| **2. management by facts**. To encourage scientific thinking, objectives data must be collected and presented to management for |
| Decision making, this approach requires formal data gathering and statistical analysis of the data by the quality improvement terms. |
| **3. respect for people.** A companywide quality-improvement program assumes that all employees have a capacity for self-motivation |
| And for creative thought. Employees are given support, and their ideas are solicited in an environment of mutual respect. |
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