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Lesson 1-2 Practice Quiz

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Correct

1 / 1 points

1.

A face-to-face interaction between a customer and a service provider should always be avoided if possible.



True



False

**Correct Response**

Service delivery can, in most cases, be made more efficient by avoiding face-to-face interaction between a service provider and customer. However, face-to-face interactions also provide opportunities for involving the customer in service delivery and customizing the service. Thus, there may be instances of deliberately incorporating more face-to-face interactions in service delivery.

Correct

1 / 1 points

2.

Order winners – features of a company's products that help win customers – change over time.



True

**Correct Response**

Dynamism in markets due to competition and technological developments turn order winners into order qualifiers. Attractive features become routine expectations for customers at a faster pace in more dynamic markets.



False

Correct

1 / 1 points

3.

There is an inherent conflict between the two goals of efficiently using resources and providing a highly effective service that cannot be avoided.



True



False

**Correct Response**

Although there is an inherent conflict between efficiency and service, it is possible to avoid the conflict by recognizing reasons for demand variability and either reducing variability without increasing customer inconvenience (e.g., customers adopting standard ordering language at Starbucks through repetitive use of the language by employees) or accommodating variability and offering better service without increasing provider costs (e.g., self-serve options coupled with increased customization).

Correct

1 / 1 points

4.

Trade-offs are fundamental aspects of any operations strategy.



True

**Correct Response**

Trade-offs or compromises always exist, although the extent to which they impact operations can be reduced. Operations strategies such as mass customization and service co-production involving customers can be used to break the trade-offs in operations capabilities such as cost and customization, and cost and service accommodation.



False

Correct

1 / 1 points

5.

A business approach in which marketing is publicizing a company's ability to provide a large variety of products very quickly while purchasing is primarily focusing on the lowest cost providers of materials has a high likelihood of success.



True



False

**Correct Response**

The approach described is a case of misalignment between the marketing and operations strategies that will result in difficulties in trying to fulfill promises to customers.