

HCM435

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1. Which of The following is not a key to good customer service?

Exceed expectations

know your customer

--->> respect on when you are respected

treat your customer with respect

2. In what market does the Customers may choose based upon the identification of certain needs they wish to satisfy.

--->> semi-captive markets

non-captive markets

captive markets

none of the above

3. The extent to which the product is intended to be consistent and its consistency in practice is called?

service flexibility

--->> service reliability

service availability

all of the above

4. Which of the following is a characteristic of Customer service?

service level

service availability

levels of standards

--->> all of the above

5. Which of the following is not a need that customers seek to satisfy?

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Economic

--->> religious

Convenience

6. The extent to which alternatives are available, and to which there can be variations in the standard products that are offered is called?

--->> service flexibility

service reliability

service availability

all of the above

7. The after sale activities that a company provides to its customers is called

consumer service

company service

--->> customer service

none of the above

8. In what market does the customer not have a choice of operation, there is still a need for satisfaction.

semi-captive markets

non-captive markets

--->> captive markets

none of the above

9. Within foodservice operations the level of service in a specific operation may be defined as which of the following:

Technical specification

service specification

--->> a and b

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10. In what market does the customer has a choice of eating out opportunities both in terms of the food and drink to be consumed and the type of operation they may wish to patronize?

semi-captive markets

--->> non-captive markets

captive markets

none of the above

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