

*SNS College of Technology*  
*Department of Management Studies*  
*Question Bank*  
*Services Marketing – Unit 3*

**1. Why the Gaps Model of Service Quality is implemented?**

- Introduce a framework, called the gaps model of service quality.
- Demonstrate that the most critical service quality gap to close is the customer gap, the difference between customer expectations and perceptions.
- Show that four gaps that occur in companies, which we call provider gaps, are responsible for the customer gap.
- Identify the factors responsible for each of the four provider gaps.

**2. What is the Gaps Model of Service Quality?**

- Customer Gap:
  - difference between customer expectations and perceptions
- Provider Gap 1 (**The Knowledge Gap**):
  - not knowing what customers expect
- Provider Gap 2 (**The Service Design & Standards Gap**):
  - not having the right service designs and standards
- Provider Gap 3 (**The Service Performance Gap**):
  - not delivering to service standards
- Provider Gap 4 (**The Communication Gap**):
  - not matching performance to promises

**3. When does customer gap occur?**

When there is gap between an expected service and perceived service.

**4. Write the dimensions of service quality as per David A Garvin.**

- **Performance**: Every product is supposed to deliver benefits and the measure of its quality is performance of the offer.

- **Features**: These are in addition to the core product, which does not come as standard 'features', like add-ons.
- **Reliability**: This is a measure of the degree of probability of the product delivering what had been promised.

**Conformance**: Delivery quality meeting design standards

- **Durability**: This is a measure of time that a product can deliver benefits, without deterioration.
- **Serviceability**: If the product can be repaired with ease and speed, then it is a measure of quality. It could include the behavioral dimension of service personnel, like their politeness.
- **Aesthetics**: This is a measure of the product's looks, design, touch and feel.
- **Perceived quality**: Consumers develop a perception due to company-controlled stimuli like advertising, publicity and promotion, and social effects like word-of-mouth.\

5. Write the dimensions of service quality as per A Parasuraman et al.

- **Reliability**: The service should be performed with dependability, and as per its promise.
- **Responsiveness**: This concerns the attitudes of the service provider to be willing to provide service. It also includes their sensitivity as well as timeliness in responding to customer requests.
- **Assurance**: This relates to the knowledge, skill and competence of the service providers. It also indicates their ability to generate trust and faith, and also capability in service delivery with politeness and consideration.
- **Empathy**: This dimension relates to caring, feeling as well as the ability to give personalized service.
- **Tangibles**: This is a measure of the effectiveness of the physical evidence of the service provider like design layout and facilities.

6. What are the six categories of service innovation?

- Major innovations
- Startup businesses
- New products for the market currently served
- Product line extensions
- Product improvements
- Style changes

7. Write the service design elements.

- Structural
  - Delivery system

- Facility design
- Location
- Capacity planning
- Managerial
  - Service encounter
  - Quality
  - Managing capacity and demand
  - Information

## 8. What are the Challenges for Service Innovation?

- Ability to protect intellectual and property technologies.
- Incremental nature of innovation.
- Degree of integration required.
- Ability to build prototypes or conduct tests in a controlled environment.

## 9. Write the Levels of Service Innovation.

### Radical Innovations

- Major Innovation: new service that customers did not know they needed.
- Start-up Business: new service for underserved market.
- New Services for the Market Presently Served: new services to customers of an organization.

### Incremental Innovations

- Service Line Extensions: augmentation of existing service line (e.g. new menu items).
- Service Improvements: changes in service delivery process (e.g. self-service )
- Style Changes: modest visible changes in appearances.

## 10. Define service quality.

"Service quality is a focused evaluation that reflects the customer's perception of specific dimensions of service: reliability, responsiveness, assurance, Empathy, tangibles. Satisfaction, on other hand, is more inclusive: it is influenced by perceptions of service quality, product quality, and price as well as situational factors and personal factors.

## 11. How to measure service quality?

There are also specific tools that can be used to measure service quality in organisations. For example:

- SERVQUAL
- GAPS MODEL

## 12. Definitions of QFD.

- A systematic way of documenting and breaking down customer needs into manageable and actionable detail.
- A planning methodology that organizes relevant information to facilitate better decision making.
- A way of reducing the uncertainty involved in product and process design.
- A technique that promotes cross-functional teamwork.
- A methodology that gets the right people together, early, to work efficiently and effectively to meet customers' needs.

## 13. When is QFD Appropriate?

- Poor communications and expectations get lost in the complexity of product development.
- Lack of structure or logic to the allocation of product development resources.
- Lack of efficient and / or effective product / process development teamwork.
- Extended development time caused by excessive redesign, problem solving, or fire fighting.

## 14. Write the stages in new product development.

- ◆ Idea Generation & Screening
- ◆ Concept Development & Testing
- ◆ Business Analysis – Profitability & Feasibility
- ◆ Service Development & Testing
- ◆ Market Testing
- ◆ Commercialization
- ◆ Post-introduction Evaluation

## 15. Write the components of service design.

- o Service product design- Refers to the design of the physical attributes of the service. Ex- The meals served at the restaurant.
- o Service facility design-Refers to the design of the physical layout of the facilities where the service delivered. Ex- A restaurant interior and customer's perception of the quality of the services like cleanliness, lighting, and cleanliness.

- o Service operations process design- The activities that are needed to deliver or maintain a service.  
Ex- steps needed to rent a car- collect license, validate payment option, check availability, obtain customer signature.

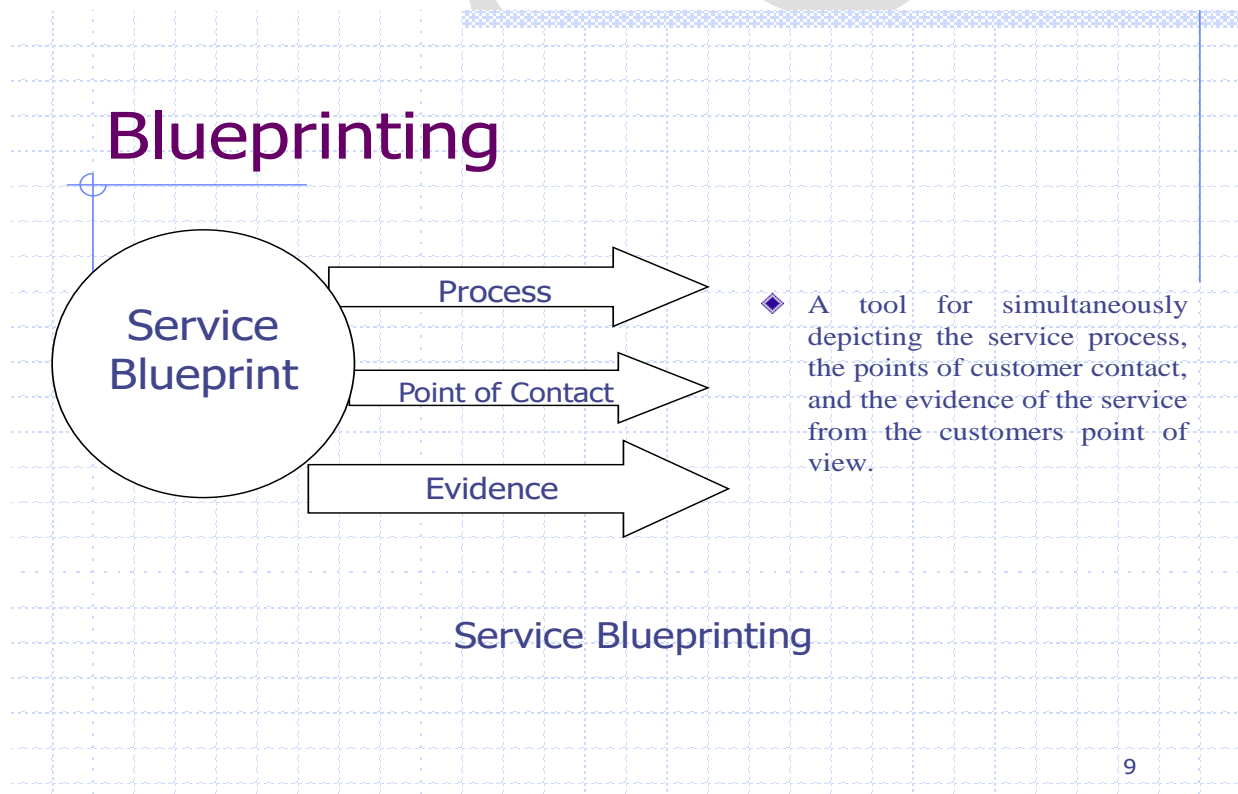
**16. What is service blueprint?**

- ◆ A picture map that visually portrays the service system –
  - ✓ process of delivery
  - ✓ role of customers & employees,
  - ✓ visible elements of the service
- ◆ Breaks down a service into logical components & easily definable tasks & steps.

**17. Write the Key components blueprinting.**

- ◆ Customer Action – Line of External Interaction
- ◆ “Onstage” Contact Employee Action - Line of Visibility
- ◆ “Backstage” Contact Employee Action Line of Internal Interaction
- ◆ Support Processes

**18. Blueprint Diagram.**



### 19. Write the Steps in Building a Blueprint.

1. Identify the service process to be blueprinted
2. Map the service process from the customers point of view
3. Map Contact Employee Actions –
  - ◆ Onstage - **Line of External Interaction**
  - ◆ Backstage – **Line of Visibility** – what customers should see and which employees are in contact with the customers.
4. Map Internal Support activities
  - ◆ **Line of Internal Interaction** – clarify interfaces across departmental lines, their interdependencies
5. Add Evidence of Service at each Customer Action Step

### 20. What are the benefits of Blueprinting?

- ◆ Provides a customer orientation overview – employees can relate to –”what I do”in the process
- ◆ Identifies Fail points- weak links in the chain of service activities
- ◆ Basis for identifying costs, revenues, capital investment required
- ◆ Facilitates top-down, bottom-up approach to quality improvements.