

Operations and Supply Chain Management: The Core, 5e (Jacobs)
Chapter 7 Service Processes

1) Effective management of services requires a clear focus on understanding operations, so much so, that it may even require the exclusion of consideration of marketing or personnel.

Answer: FALSE

Explanation: It is difficult to separate the operations management functions from marketing in services.

Difficulty: 1 Easy

Topic: The Nature of Services

Learning Objective: 07-01 Understand the characteristics of service processes.

Bloom's: Remember

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

2) Services often take the form of repeated encounters involving face-to-face interactions.

Answer: TRUE

Explanation: The horizontal axis of the service-system design matrix indicates the degree of customer/server contact: the buffered core, which is physically separated from the customer; the permeable system, which is penetrable by the customer via phone or face-to-face contact; and the reactive system, which is both penetrable and reactive to the customer's requirements.

Difficulty: 1 Easy

Topic: Service Blueprinting and Fail-Safing

Learning Objective: 07-02 Analyze simple service systems.

Bloom's: Remember

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

3) The term "encounter" is defined by Webster's Dictionary as "meeting in conflict or battle" and is used to also designate meetings between consumers and service systems.

Answer: TRUE

Explanation: Service encounters can be configured in a number of different ways. The service-system design matrix identifies six common alternatives.

Difficulty: 1 Easy

Topic: Service Blueprinting and Fail-Safing

Learning Objective: 07-02 Analyze simple service systems.

Bloom's: Remember

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