

جامعة باجي مختار – عنابة قسم العلوم المالية والتجارية

Master 1 Tourism & Hospitality Marketing	1st Lesson	Dr. GOURI M

Services management

Practice: Quizz

- 1. From the customer viewpoint in which phase of the lifecycle is actual value seen?
- A- Service design
- **B-** Service operation
- C- Service strategy
- D- Service transition

Service operation: Where the value (benefit) of the service is visible to the customer, and the value captured (The return) is available to the provider.

- 2. For which phase of the service lifestyle is it most important to take a holistic approach?
- A- Service design
- **B-** Service operation
- C- Service strategy
- E- Service transition

Service design: This will ensure not only that thr functional elements are addressed by the design, but also that all the management is considered as a part of design

- 3. Which of the following best describes how services deliver value to cusomers?
- A- Service design
- B- Service operation
- C- Service strategy
- D- Service transition

Service strategy

- 4. Which of these is not a characteristic of a process?
- A- Measurable
- B- Responds to a trigger
- C- Delivers functions
- D- Delivers a specific result



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Delivers functions: Functions are self contained units of an organization with theire own resources ans capacities to support an organization, Processes deliver value and define roles for the activities and decisions within that process.

- 5. A set of specialized organizational abilities for providing value to customers in the form of services.
- A- Service management
- B- A service
- C- A role
- D- A function

Service management

- 6. A set of responsibilities, activities and authorities granted to a person or team.
- A- A service
- B- A service management
- C- A function
- D- A role

A role

- 7. Which of these statements describes an IT service provider?
- A- A third-party service provider delivering components of services
- B- A service provider that provides IT services to internal or external customers
- C- A function that provides controls for IT infrastructure
- D- A business unit responsible for IT processes

A service provider that provides IT services to internal or external customers

- 8. ITIL has become the most widely accepted approach to service management in the world. Which of the following is INCORRECT about service management?
- A- Service management is a professional practice supported by an extensive body of knowledge
- B- Formal schemes exist for education, training and certification in service management
- C- Service management is a set of specialized organizational capabilities for providing value to customers
- D- Adoption of service management has grown primarily due to advances in tools and technology

Adoption of service management has grown primarily due to advances in tools and technology