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Question #1 *Topic 1*

Which market segmentation technique is based on data about lifestyle, personality, attitude, social class, values and beliefs?

A. Geographical

B. Demographical

C. Psychographical

D. Behavioural

Suggested Answer: *C*

Currently there are no comments in this discussion, be the first to comment!

Question #2 *Topic 1*

Which one of the following co-creates value between a service provider and a service consumer?

A. Needs

B. Personas

C. Service offerings

D. Service interactions

Suggested Answer: *D*

Currently there are no comments in this discussion, be the first to comment!

Question #3 *Topic 1*

A service provider designs and delivers a portfolio of shopping websites that must comply with retail website regulations. The websites should also support the service provider's reputation for high-quality applications that are easy to use. The service provider wants to assess the value provided by the websites.

Which is the BEST set of measurement criteria for comparing services in the portfolio?

A. Customer satisfaction scores; weekly average availability of the website

B. User satisfaction with web interfaces; number and impact of regulatory non-compliances

C. Total cost of providing the service; number and impact of regulatory non-compliances

D. Number of successful sales transactions; weekly average availability of the website

Suggested Answer: *B*

Currently there are no comments in this discussion, be the first to comment!

Question #4 *Topic 1*

An online retailer wishes to include a new measure in the service level agreement reports that they receive from their service provider. The measure is “the number of times shoppers abandon transactions”.

What is this a measure of?

A. Experience

B. Utility

C. Functionality

D. Warranty

Suggested Answer: *A*

Currently there are no comments in this discussion, be the first to comment!

Question #5 *Topic 1*

Which relationship is price the MAIN driver of?

A. Service relationship

B. Basic relationship

C. Cooperative relationship

D. Partnership relationship

Suggested Answer: *B*

Currently there are no comments in this discussion, be the first to comment!

Question #6 *Topic 1*

An organization has introduced a new service. Feedback from users indicates that their expectations are not being met. The organization wants to ensure that subsequent revisions adequately reflect the users' requirements.

Which is the BEST approach this organization can use?

A. Work with customers to prioritize their requirements for the service

B. Deliver a minimum viable product that meets users' high-priority needs

C. Use user stories and product demos to collect and refine requirements

D. Begin with an epic and then separate it into features and user stories

Suggested Answer: *C*

Currently there are no comments in this discussion, be the first to comment!

Question #7 *Topic 1*

Which describes mutual readiness?

A. When a service provider and a service consumer agree to end a service relationship

B. When a service provider and service consumer understand one another and are prepared to enter a relationship

C. When a service provider has created a new service and the market is ready to buy this service

D. When a service provider and service consumer have reviewed the contracts and are both about to sign them

Suggested Answer: *B*

Currently there are no comments in this discussion, be the first to comment!

Question #8 *Topic 1*

Which is a holistic method to conceptualize value-driven, data-driven services?

A. Stakeholder analysis

B. User-centred design

C. Design thinking

D. The MoSCoW method

Suggested Answer: *C*

Currently there are no comments in this discussion, be the first to comment!

Question #9 *Topic 1*

What can service consumers do to help elevate mutual capabilities?

A. Use the service desk to promote service provider services

B. Establish user communities and invite users from multiple service consumers to join

C. Provide opportunities for service provider staff to observe service consumer's business activities

D. Involve users in establishing the service needs when selecting a service provider

Suggested Answer: *C*

Currently there are no comments in this discussion, be the first to comment!

Question #10 *Topic 1*

Which TWO are benefits to an internal service provider when marketing services to an internal customer?

The service provider can choose from a wider range of services

The service provider can influence the demand for services

The service provider can better utilize services

The service provider can purchase services from external service providers

A. 1 and 2

B. 2 and 3

C. 3 and 4

D. 1 and 4

Suggested Answer: *B*

Currently there are no comments in this discussion, be the first to comment!

Question #11 *Topic 1*

A user is preparing to make an important presentation to a valued client. The user has a problem with the personal laptop that they are using, so they contact the service desk. Despite the fact that personal laptops are not usually supported, the service desk agent is able to assist and the presentation proceeds successfully.

Which TWO concepts is this an example of?

A moment of truth

A user story

User-centred design

Intelligent disobedience

A. 1 and 2

B. 2 and 3

C. 3 and 4

D. 1 and 4

Suggested Answer: *D*

Currently there are no comments in this discussion, be the first to comment!

Question #12 *Topic 1*

Which is an example of an onboarding activity that is performed by the service provider?

A. Optimizing value streams to maximize value from using the new services

B. Assigning responsibilities for decommissioning redundant systems

C. Verifying that users have completed required training

D. Ensuring that users are provided with time to study tutorials

Suggested Answer: *A*

Currently there are no comments in this discussion, be the first to comment!

Question #13 *Topic 1*

Which statement describing user communities is CORRECT?

A. User communities provide peer support and reduce the demand for support from the service provider

B. User communities include at least one super-user appointed by the service provider

C. User communities are formally established by service providers to enhance communication with users

D. User communities are created by the 'knowledge management' practice and share knowledge articles

Suggested Answer: *A*

Currently there are no comments in this discussion, be the first to comment!

Question #14 *Topic 1*

Which charging mechanism could discourage using a service when it is very busy?

A. Cost

B. Cost plus

C. Market price

D. Differential charging

Suggested Answer: *D*

Currently there are no comments in this discussion, be the first to comment!

Question #15 *Topic 1*

A commercial service provider is preparing to launch a new web-hosting service. After performing a market analysis to determine consumer needs, the organization has decided to offer three different packages. Each package will have an associated service level agreement.

What is the MOST important reason to have pre-defined service offerings for this service?

A. Pre-defined service offerings address the captured customer needs

B. Pre-defined service offerings address individual demand variations

C. Pre-defined service offerings clearly describe service levels

D. Pre-defined service offerings allow to customize measurement and reporting

Suggested Answer: *C*

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