

Assignment #2 (10%)

Equipped with the understanding of the restaurant you analyzed in Assignment #1, answer the following **two questions**.

1. Discuss how the restaurant of your choice can manage the four characteristics of services (i.e., intangibility, inconsistency, inseparability, and inventory) that present challenges in the marketing of a service organization.
2. Relying on an understanding of the five dimensions of service quality, discuss what factors customers are likely take into account when judging service quality at the restaurant you analyzed in Q1 (above).

*The assignment is due on **Monday, November 19**. You are required to hand in a hard copy of the assignment in class. In addition, an electronic copy must be uploaded on Brightspace, under Submission Folder → Assignment#2. Please remember to place your name, student number, and the name of your restaurant at the top of your paper.*

Your grade will be based on your analyses involving the required concepts (that is, the characteristics and dimensions of services). While no additional research is required for this assignment, don't hesitate to use additional information from other sources.

*You are encouraged to keep your submission consistent and to the point. I will deduct marks for exceeding a **two-page, single-spaced limit**.*