

# Service Failure and Recovery

Business Management · Answer Key · 5 Questions

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## 1. What is a Customer Gap in service management?

**A) Difference between expected and received service**

- B) A hole in the wall
- C) Price difference
- D) Employee satisfaction

## 2. Which internal provider gap is associated with data entry errors?

**A) Gap 3**

- B) Gap 1
- C) Gap 2
- D) Gap 4

## 3. What is an example of a recovery action after a service failure?

**A) Room upgrade**

- B) Ignoring the customer
- C) Increasing prices
- D) Reducing staff

## 4. What does Gap 4 refer to?

**A) False Promise**

- B) Data Entry Error
- C) Poor Communication
- D) Lack of Resources

## 5. What could be the result of a 'Failure Wrong room reservation form'?

**A) Huge Customer Gap**

- B) Increased profits
- C) Improved employee morale
- D) Lower expenses