

37 Lecture - CS301

Important Subjective

1. **What are some common channels for expressing reviews?**

Answer: Some common channels for expressing reviews include online platforms, social media, word of mouth, and print media.

2. **Why is it important for businesses to respond to customer reviews?**

Answer: It's important for businesses to respond to customer reviews because it shows that they value customer feedback and are committed to improving their products or services based on customer needs.

3. **How do negative reviews benefit businesses?**

Answer: Negative reviews provide businesses with feedback on areas where they can improve, which can help them to enhance their products or services and ultimately improve customer satisfaction.

4. **What are some common elements included in a review?**

Answer: Common elements included in a review include a summary of the product or service being reviewed, the reviewer's opinion or experience, and a recommendation or rating.

5. **How can reviews impact a consumer's decision-making process?**

Answer: Reviews can impact a consumer's decision-making process by providing them with insights into the quality, benefits, and drawbacks of a product or service.

6. **What is the difference between a positive and a neutral review?**

Answer: A positive review highlights the benefits and positive aspects of a product or service, while a neutral review may include both positive and negative aspects without leaning too heavily in one direction.

7. **Why are verified reviews important?**

Answer: Verified reviews are important because they help to ensure the authenticity of the review and provide consumers with a sense of trust in the review and the reviewer.

8. **What is the role of review aggregators?**

Answer: The role of review aggregators is to collect and summarize reviews from multiple sources, providing consumers with a comprehensive overview of the reviews for a particular product or service.

9. **How do businesses use customer feedback from reviews to improve their offerings?**

Answer: Businesses can use customer feedback from reviews to identify areas where they need to improve, gather ideas for new products or services, and ultimately enhance the overall customer experience.

10. **What should businesses keep in mind when responding to negative reviews?**

Answer: Businesses should keep in mind to respond promptly, address the issue, and offer a solution or apology to the customer in their response to negative reviews.