

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name -Services Marketing

Course Code - MM403

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Answer all the questions. Each question carry one mark.

9. 1. Which of the following businesses would be characterized as a pure service

Mark only one oval.

- Insurance
- Farming
- Mining
- There is no such thing as a pure service

10. 2. Which of these statements can be considered as false or true

Mark only one oval.

- Services cannot be touched or seen in the same manner as goods
- Consumer judgments about services tend to be more subjective than objective
- Customers involvement affects service quality
- All are true

11. 3. Services that occur without interruption, confusion, or hassle to the customer is called

Mark only one oval.

- Seamless service
- Service audit
- Functional service
- Departmental service

12. 4. Which of the following statements pertain to inseparability is false?

Mark only one oval.

- As customer contact increases, the efficiency of the firm decreases
- Customers can affect the type of service desired
- Customers can affect the length of the service transaction
- Customers can affect the cycle of demand

13. 5. Solutions used to minimize the marketing problems attributed to heterogeneity include

Mark only one oval.

- Standardizing or customizing the service
- Using multi-site locations
- Stressing tangible clues
- Appealing to different market segments with different demand patterns

14. 6. Customer satisfaction can be defined by comparing

Mark only one oval.

- Predicted service and perceived service
- Predicted service and desired service
- Desired service and perceived service
- Adequate service and perceived service

15. 7. Which of the following would not be considered a tangible clue?

Mark only one oval.

- The appearance of employees
- The appearance of the firm's physical facilities
- The smile on an employee's face
- The quality of instruction in an educational setting

16. 8. Focusing the firms marketing efforts toward the existing customer base is called

Mark only one oval.

- Excellent customer service
- Conquest retention
- Customer retention
- Courteous retention

17. 9. Which of the following statements is not true?

Mark only one oval.

- Service purchases are perceived as riskier than goods purchases
- The participation of the consumer in the service process increases the amount of perceived risk
- The variability in services increases the perceived risk associated with the Purchase
- Consumers of services have less pre-purchase information versus goods

18. 10. Competitor intelligence should be gathered

Mark only one oval.

- Once a year
- Twice a year
- Continuously
- When competition is more

19. 11. The service industry has several emerging trends that organisations need to be aware of. Which of these should organisations keep a look out for?

Mark only one oval.

- New competitors entering the marketplace
- Advances in the internet
- Heightened customer expectations
- Advances in e-commerce

20. 12. Customers ultimately determine the services by.....

Mark only one oval.

- The type of competitors
- The levels of marketing effectiveness and operational efficiency
- The cycle of fluctuations
- The price of the competitors

21. 13. Which of the following is not a step in the construction process of a service blueprint?

Mark only one oval.

- Obtaining scripts from both customers and employees
- Segmenting customers based on the content of the script
- Identify steps in the process where the system can go awry
- Calculating the time frame for the service execution

22. 14. _____ is a firm view toward planning its operations according to market needs

Mark only one oval.

- Marketing orientation
- Marketing functions
- Marketing department
- Marketing forecast

23. 15. Customer frustration resulting from receiving poor service is most similar to

Mark only one oval.

- Image costs
- Monetary price
- Energy costs
- Psychic costs

24. 16. Customer competencies can be described as

Mark only one oval.

- Consumer expectations pertaining to the service delivery process and the final outcome
- Customer perceptions regarding the quality of the outcome
- Customer abilities that enable them to properly evaluate the servicescape
- The ability to interact effectively with other

25. 17. Direct labour cost and sales commissions cost incurred in services are called as.....

Mark only one oval.

- Fixed costs
- Variable costs
- Average costs
- Marginal costs

26. 18. The primary role of a service firm for the customer in the communication mix is to

Mark only one oval.

- Confuse customers
- Inform and remind customers
- Oppose the competitor s claim
- Persuade the dealers

27. 19. Which of the following is not a communication objective during the maturity and decline stages of the product life cycle?

Mark only one oval.

- Encourage repeat purchases
- Provide ongoing contact with customers
- Prepare the way for personal selling efforts
- Express gratitude to the existing customer base

28. 20. Tangible clues are more important when services are

Mark only one oval.

- Highly perishable
- Tangible dominant
- Intangible dominant
- Heterogeneous

29. 21. Branding of services becomes difficult because they are

Mark only one oval.

- Intangible
- Heterogeneous
- Perishable
- Inseparable

30. 22. The advantage that the E-marketing communications carries are.....

Mark only one oval.

- Reaching a widely dispersed audience
- Being cost effective
- Being personalized
- More customer satisfaction

31. 23. which of the following is not an advantage of requiring employees to wear uniforms?

Mark only one oval.

- Identifies the firm's personnel
- Provides price expectations to customers
- Implies a coherent group structure
- Provides a physical symbol that embodies the group's ideas and attributes

32. 24. The maintenance contract offered by Sears on its Kenmore refrigerators, dishwashers and microwaves is an example of a(n)

Mark only one oval.

- Service
- Experience
- Attribute
- Good

33. 25. Which of the following is NOT an element of the traditional marketing mix?

Mark only one oval.

- Production
- Place
- Product
- Price

34. 26. Which of the following would result in a broadening of provider gap 1?

Mark only one oval.

- The service intermediary for a cruise line wants to only sell those cruises on which it would receive the highest commissions
- The ski resort has an over-reliance on price to smooth demand for its resort facilities
- The marketing research done by the motel chain includes insufficient research about what its target market wants
- The ads for the language program over-promise how quickly the average person will be able to learn a foreign language

35. 27. Companies that emphasize acquiring new customers rather than retaining current customers are using _____

Mark only one oval.

- Transactional
- Proactive
- Developmental
- Sorting

36. 28. Which of the following factors does NOT cause provider gap 3?

Mark only one oval.

- Ineffective employee recruitment
- Failure to match supply and demand
- Efficient marketing research systems
- Channel conflict over objectives and performance

37. 29. The _____ reflects the view that the intangible aspects of products are becoming the key features that differentiate the product in the marketplace

Mark only one oval.

- services marketing
- Servuction model
- service imperative
- benefit concept

38. 30. Which of the following fields would be least likely to be described as intangible-dominant?

Mark only one oval.

- Manufacturing
- Education
- Insurance
- banking

39. 31. _____ involves a pictorial representation of the relationship between the tangible and intangible elements of a firm's operation.

Mark only one oval.

- Molecular Model
- Servuction Model
- Benefit concept
- Industrial Management Model

40. 32. Which linkage within The Service Triangle reflects the ease with which a customer uses a bank's ATM?

Mark only one oval.

- The systems--the customer
- The service strategy--the customer
- The systems--the people
- The customer--the people

41. 33. Which of the following statements is false?

Mark only one oval.

- Services cannot be touched or seen in the same manner as goods
- Consumer judgments about services tend to be more subjective than objective
- Services are first produced, then sold, then consumed
- Services tend to vary from one transaction to the next

42. 34. The primary cost of producing a service is

Mark only one oval.

- Rent
- Overhead
- cost of goods sold
- labour

43. 35. Third step of value based pricing is to

Mark only one oval.

- assess needs of customer
- set target price
- determine incurred costs
- design product

44. 36. All of the following are examples of services EXCEPT

Mark only one oval.

- Banking
- Hotel
- Tax Preparation
- Computer Hardware

45. 37. SSTS refers to _____

Mark only one oval.

- Service Standards Testing
- Self – Service Technologies
- Standard Service Technologies
- Self Service Treatment

46. 38. _____ cost refers to the product's purchase cost plus the discounted cost of maintenance and repair less the discounted salvage value

Mark only one oval.

- Total
- Variable
- Life cycle
- Net

47. 39. Which of the following is not an element of physical evidence?

Mark only one oval.

- Employee Dress
- Employee Training
- Equipment
- Facility Design

48. 40. _____ is a tool for simultaneously depicting the service process , the points of customer contact and the evidence of service from the customers point of view

Mark only one oval.

- Front of Planning
- Service Blueprinting
- Service standardization
- None of these

49. 41. _____ are the only service distributors which do not require direct human interactions.

Mark only one oval.

- Electronic channels
- SST's
- Direct Service channels
- Speculative channels

50. 42. Which of the following is not generally accepted as being part of the extended marketing mix for services?

Mark only one oval.

- Product
- Price
- Process
- Practice

51. 43. The characteristic of a service that refers to differences in employees' performances is

Mark only one oval.

- Intangibility
- Heterogeneity
- Inseparability
- Perishability

52. 44. Which of the following is an example of the people element of an airline company's services marketing mix?

Mark only one oval.

- Pilots
- Baggage handlers
- Customers
- All of these

53. 45. Services or products that customers buy immediately after noticing are classified as

Mark only one oval.

- Augmented product or services
- Convenience products and services
- Shopping goods or services
- Sought products or services

54. 46. _____ is not an element of People.

Mark only one oval.

- Motivation
- Teamwork
- Flow of activities
- Customer training

55. 47. Evaluation of Medical Diagnosis service is mainly depends on _____

Mark only one oval.

- High in experience quality
- High in credence quality
- High in search quality
- Both a and c

56. 48. Charging customers different prices for essentially the same service is called _____

Mark only one oval.

- Price discrimination
- Price Determination
- Price segmentation
- Price Settlement

57. 49. _____ are the only service distributors which do not require direct human interactions.

Mark only one oval.

- Electronic Channels
- SSTs
- Direct Service Channels
- Speculative channels

58. 50. Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called _____

Mark only one oval.

- Place Mix
- Physical Evidence Mix
- Process Mix
- People Mix

59. 51. “All human actors who play a part in service delivery and thus influence the buyer’s perceptions: namely, the firm’s personnel, the customer and other customers in the service environment.”

Mark only one oval.

- Process
- Physical Environment
- People
- Place

60. 52. _____ is the physical surroundings or the physical facility where the service is produced, delivered and consumed.

Mark only one oval.

- Servicespace
- Servicescape
- Serviceplace
- Servicescope

61. 53. A triangle of Company, Customers, Employees, Internal Marketing, External Marketing communications and Interactive marketing is known as.....

Mark only one oval.

- Marketing Triangle
- Service Triangle
- Communication Triangle
- Both Marketing Triangle and Service Triangle

62. 54. _____ is about the normal work of creation, pricing, distribution and promotion of services to customers.

Mark only one oval.

- External marketing
- Internal marketing
- Interactive marketing
- All of these

63. 55. _____ is about employees skills in serving the client.

Mark only one oval.

- External marketing
- Internal marketing
- Interactive marketing
- All of these

64. 56. The five determinants of service quality in order of importance are

Mark only one oval.

- tangibles, empathy, assurance, responsiveness, reliability
- Responsiveness, Reliability, Assurance, Empathy, Tangibles
- Reliability, Responsiveness, Assurance, Empathy, Tangibles
- None of these

65. 57. There are in total _____ categories of service mix.

Mark only one oval.

- Four
- Six
- Five
- None of these

66. 58. _____ are those characteristics that buyer cannot evaluate even after the consumption.

Mark only one oval.

- Search qualities
- Experience qualities
- Credence qualities
- None of these

67. 59. Which of these statements can be considered as false.

Mark only one oval.

- Services cannot be touched or seen in the same manner as goods
- Consumer judgments about services tend to be more subjective than objective
- Customers involvement affects service quality
- Services are first produced, then sold, then consumed.

68. 60. In addition to the traditional four Ps, the services marketing mix includes people, physical evidence, and

Mark only one oval.

- Inseparability
- Planning
- Production
- Process

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