

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

Course Name - –Marketing of Services

Course Code - BBA605M

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Answer all the questions. Each question carry one mark.

9. 1. A buyer's perception of value is considered a trade-off between

Mark only one oval.

- Product value and psychic cost
- Total customer value and total customer cost
- Service value and monetary cost
- Image value and energy cost

10. 2. Of the four unique service characteristics that distinguish goods from services, the one that is the primary source of the other three characteristics is

Mark only one oval.

- Perishability
 Inseparability
 Intangibility
 Heterogeneity

11. 3. The unique service characteristic that reflects the interconnection between the service firm and its customer is called

Mark only one oval.

- Intangibility
 Homogeneity
 Inseparability
 Perishability

12. 4. The centralized mass production of services is difficult due to

Mark only one oval.

- Inseparability
 Intangibility
 Perishability
 Homogeneity

13. 5. Which of the following strategies increases the supply of service available to consumers?

Mark only one oval.

- The use of creative pricing strategies
- Capacity sharing
- The use of reservation systems
- Developing complementary services

14. 6. The demand strategy in which service providers utilize their downtime by marketing to different segments with different demand patterns is associated with which of the following?

Mark only one oval.

- The use of creative pricing strategies
- The use of reservation systems
- Capacity sharing
- Developing complementary services

15. 7. Fixing the right price for services offered is difficult because of

Mark only one oval.

- Perishability
- Heterogeneity
- intangibility
- Inseparability

16. 8. The consumer decision process consists of

Mark only one oval.

- Stimulus, problem awareness, and purchase stages
- Problem awareness, evaluation of alternatives, and post-purchase behaviour
- Pre-purchase, consumption, and post-purchase stages
- Stimulus, information search, and post-purchase behaviour

17. 9. Service consumers tend to be more brand loyal than goods consumers because

Mark only one oval.

- More choices are available
- Each service provider provides many brands
- Brand loyalty lowers the amount of perceived risk
- Location of the provider is the major driver in the consumer selection process

18. 10. Which of the following is not a benefit of customer satisfaction?

Mark only one oval.

- The firm is more insulated from price competition
- Positive word-of-mouth is generated from satisfied customers
- The firm provides a positive work environment for its employees
- Satisfied customers make purchases more frequently

19. 11. The zone of tolerance is defined by the difference between

Mark only one oval.

- Expected service and desired service
- Predicted service and desired service
- Predicted service and perceived service
- Desired service and adequate service

20. 12. Soft technologies refer to

Mark only one oval.

- Flexible rules that can be bent to meet customer needs
- Guidelines that permit employee empowerment
- The personal touches that ultimately lead to customer satisfaction
- Hardware that facilitates the production of a standardized

21. 13. A buyers perception of value is considered a tradeoff between

Mark only one oval.

- Product value and psychic cost
- Total customer value and total customer cost
- Service value and monetary cost
- Image value and energy cost

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

Mark only one oval.

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

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

Mark only one oval.

- Image costs
- Monetary price
- Psychic costs
- Energy 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
- Average costs
- Variable 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
- Oppose the competitor s claim
- Inform and remind customers
- 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
- Prepare the way for personal selling efforts
- Provide ongoing contact with customers
- 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.

- Perishable
- Heterogeneous
- Intangible
- Inseparable

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

Mark only one oval.

- Being personalized
- Being cost effective
- Reaching a widely dispersed audience
- 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
- Implies a coherent group structure
- Provides price expectations to customers
- 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.

- Attribute
- Experience
- Service
- Good

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

Mark only one oval.

- Product
- Place
- Production
- 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. 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

36. 28. 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

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

Mark only one oval.

- Insurance
- Education
- Manufacturing
- Banking

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

Mark only one oval.

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

39. 31. 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 people
- The service strategy--the customer
- The systems--the customer
- The customer--the people

40. 32. Services are characterized by all of the following characteristics except for

Mark only one oval.

- intangibility
- perishability
- homogeneity
- inseparability

41. 33. Which of the following is not a marketing problem caused by intangibility?

Mark only one oval.

- Services lack the ability to be stored
- Services lack patent protection
- Consumers are involved in the service production process
- Services are difficult to price

42. 34. Third step of cost based pricing is to

Mark only one oval.

- design a product
- determine cost of product
- convince buyer about products value
- set price based on cost

43. 35. If the company provides products or services less than its cost then the company will

Mark only one oval.

- get more loss
- get more discounts
- get more profits
- Both get more loss and get more profits

44. 36. Examples of pure tangible goods include all of the following EXCEPT

Mark only one oval.

- Soap
- Toothpaste
- Tax Preparation
- Salt

45. 37. The intangibility of services has implications for the choice of _____

Mark only one oval.

- Price
- Location
- Brand elements
- Product features

46. 38. According to Parasuraman, Zeithaml & Berry , the most important determinant of service quality is :

Mark only one oval.

- Responsiveness
- Reliability
- Assurance
- Empathy

47. 39. 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

48. 40. _____ is the physical surroundings or the physical facility where the service is produced, delivered and consumed.

Mark only one oval.

- Servicespace
- Serviceplace
- Servicescape
- Servicescope

49. 41. Compared with low-contact services, customers of high-contact services are more likely to judge service quality on the basis of:

Mark only one oval.

- Price of the service
- Tangible outcomes
- Intangible outcomes eg. The performance of an investment portfolio
- Processes used in carrying out the service

50. 42. The maintenance contract offered by Godrej on its refrigerator is an example of

Mark only one oval.

- Attribute
- Experience
- Service
- Benefit

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

Mark only one oval.

- Intangibility
- Inseparability
- Heterogeneity
- Perishability

52. 44. Which of the following factors is not a factor leading to provider gap 1?

Mark only one oval.

- Inadequate marketing research orientation
- Lack of upward communication
- Over promising
- Inadequate service recovery

53. 45. If a firm is practicing _____, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.

Mark only one oval.

- the services triangle
- the scale of market entities
- the Servuction model
- the service-profit chain

54. 46. 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

55. 47. Services or products that customers buy immediately after noticing are classified as

Mark only one oval.

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

56. 48. _____ is not an element of People.

Mark only one oval.

- Motivation
- Teamwork
- Flow of activities
- Customer training

57. 49. SSTs stands for _____

Mark only one oval.

- Stable Service Technologies
- Social Service Technologies
- Self Service Technologies
- Smart Service Technologies

58. 50. Evaluation of Medical Diagnosis service is mainly depends on _____

Mark only one oval.

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

59. 51. Charging customers different prices for essentially the same service is called _____

Mark only one oval.

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

60. 52. _____ are the only service distributors which do not require direct human interactions.

Mark only one oval.

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

61. 53. "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

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

Mark only one oval.

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

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

Mark only one oval.

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

64. 56. _____ is about employees skills in serving the client.

Mark only one oval.

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

65. 57. 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

66. 58. There are in total _____ categories of service mix.

Mark only one oval.

- Four
- Five
- Six
- None of these

67. 59. _____ are those qualities that buyers evaluate before purchase.

Mark only one oval.

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

68. 60. _____ are those characteristics that buyer cannot evaluate even after the consumption.

Mark only one oval.

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

69. 61. Which of these statements can be considered as false.

Mark only one oval.

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

70. 62. Which of the following is NOT one of the service encounter themes?

Mark only one oval.

- Spontaneity
- Responsiveness
- Adaptability
- Recovery

71. 63. The _____ dimension is an assessment of the firm's consistency and dependability in service performance

Mark only one oval.

- Empathy
- Reliability
- Assurance
- Responsiveness

72. 64. Fixing a right price for services offered is difficult because of _____.

Mark only one oval.

- perishability
- heterogeneity
- intangibility
- inseparability

73. 65. Marketing problems caused by inseparability include all of the following except for

Mark only one oval.

- The service provides a physical connection to the service
- The involvement of the customer in the production process
- The involvement of other customers in the production process
- Service standardization and quality control are difficult to achieve.

74. 66. If the time taken to respond to customer complaints is less, which dimension of 'service quality is strongly promoted?

Mark only one oval.

- Durability
- Aesthetics
- Empathy
- Responsiveness

75. 67. Which of the following is a dimension of 'service quality?

Mark only one oval.

- Durability
- Serviceability
- Conformance
- Consistency

76. 68. What is followed to tangible the intangible is _____.

Mark only one oval.

- branding
- positioning
- Mixing
- dividing

77. 69. Marketing problems caused by inseparability include all of the following except for _____

Mark only one oval.

- service standardization and quality control are difficult to achieve
- the involvement of the customer in the production process
- the service provides a physical connection to the service
- the involvement of other customers in the production process

78. 70. Translating the proposed idea into a firm business proposal is _____

Mark only one oval.

- Testing
- Development
- idea screening
- business analysis

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