

Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Services Marketing

Course Code - MM403

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Answer all the questions. Each question carry one mark.

9. 1. Services marketing become difficult because of

Mark only one oval.

Intangibility

No demand

More complex market

Difficult to enter the market

10. 2. Which of the following statements about the pricing of services (compared to the pricing of goods) is false?

Mark only one oval.

- The demand for services tends to be more elastic than the demand for goods
- Cost-oriented pricing is more difficult for services
- Comparing prices of competitors is more difficult for service consumers
- Consumers are less able to stockpile services by taking advantage of discount prices

11. 3. Results in the practice of too narrowly defining one's business

Mark only one oval.

- Services marketing
- Marketing management
- Marketing myopia
- Customer experience

12. 4. Services are characterized by all of the following characteristics except for

Mark only one oval.

- Intangibility
- Homogeneity
- Perishability
- Inseparability

13. 5. The mental energy spent by customers to acquire service is referred to as ____.

Mark only one oval.

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

14. 6. 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
- Service standardization and quality control are difficult to achieve
- The involvement of other customers in the production process

15. 7. The unique service characteristic that deals specifically with the inability to inventory services is

Mark only one oval.

- Inseparability
- Intangibility
- Homogeneity
- Perishability

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

Mark only one oval.

- Empathy
- Responsiveness
- Assurance
- Reliability

17. 9. Minimizing the amount of role conflict and role ambiguity experienced by employees will help reduce the size of this gap is known as _____.

Mark only one oval.

- Knowledge gap
- Standards gap
- Delivery gap
- Communications gap

18. 10. The world's largest industry in the private sector and highest projected generator of jobs is _____

Mark only one oval.

- The hospitality industry
- Health services
- Professional services
- Business services

19. 11. The pursuit of new customers, as opposed to the retention of existing ones, is called

Mark only one oval.

- Services marketing
- B2B marketing
- Conquest marketing
- Consumer marketing

20. 12. During a service recovery effort, the employee promptly refunded the customers money but threw the money at the customer. As a result, the recovery effort violated the customers _____ justice need

Mark only one oval.

- Interactional
- Ethical
- Social
- Procedural

21. 13. The _____ is calculated by dividing the activity time by the number of locations at which the activity is performed.

Mark only one oval.

- Service cost per meal
- Maximum output per hour
- Process time
- Activity time

22. 14. A volume-oriented positioning strategy is achieved by

Mark only one oval.

- Reducing divergence
- Increasing complexity
- Reducing complexity
- Increasing divergence

23. 15. Total customer value consists of all of the following components except

Mark only one oval.

- Product value
- Service value
- Image value
- Personnel value

24. 16. Total customer cost consists of all of the following components except

Mark only one oval.

- Monetary cost
- Social cost
- Time cost
- Energy cost

25. 17. Which of the following is not a criterion for effective price discrimination?

Mark only one oval.

- The segments should be identifiable, and a mechanism must exist to price them differently
- Different groups of consumers should have similar responses to price
- Segments should be large enough to be profitable
- Incremental revenues should exceed incremental costs

26. 18. The technique that allows consumers to either buy Service A and Service B together or purchase one service separately is called

Mark only one oval.

- Long-term bundling
- Mixed bundling
- Price bundling
- Product bundling

27. 19. Do studies suggest that price is more likely to be used as a cue to quality under the following conditions?

Mark only one oval.

- When alternatives are of bad products
- When the company new to the market
- When a price is the primary differential information available
- When a customer does not have knowledge

28. 20. The plan for differentiating the firm from its competitors in consumers eyes is referred to as the firms

Mark only one oval.

- Communication mix
- Positioning strategy
- Publicity
- Target marketing

29. 21. The appropriate communication content during the introduction stage of the product life cycle would be

Mark only one oval.

- Informational
- Informational and persuasive
- Persuasive
- Persuasive and reminder

30. 22. Which one of the following communication approaches would be appropriate during the growth and maturity stages of the product life cycle?

Mark only one oval.

- Informational
- Informational and persuasive
- Persuasive
- Persuasive and reminder

31. 23. The perceived consequences of a consumer's purchase decision are

Mark only one oval.

- Financial, social and performance
- Social, ethical and performance
- Performance, social and ethical
- Ethical, social and psychological

32. 24. Word-of-Mouth communication networks are particularly important for service firms because

Mark only one oval.

- Service customers tend to rely more on personal than the non-personal source of information
- Service firms only offer one brand of service
- Service firms can seldom afford to pay for promotional efforts
- Service customers tend to rely more on non-personal than personal sources of information

33. 25. _____ is an overall favourable impression or unfavourable impression based on the early stages of the service encounter.

Mark only one oval.

- Cognitive dissonance
- Environmental stimulus
- Visual pathway
- Halo effect

34. 26. A disadvantage of e-marketing is

Mark only one oval.

- High cost
- Low reach
- Loss of personal contact
- Less satisfaction

35. 27. One of the advantages of requiring employees to wear uniforms is that it reduces the customers' perception of_____.

Mark only one oval.

- Intangibility
- Inseparability
- Heterogeneity
- Socialization

36. 28. In the simplest terms, _____ are deeds, processes and

Mark only one oval.

- Attributes
- Experiences
- Services
- Goods

37. 29. ___ is a key determinant of whether a product offering should be classified as a product or a service

Mark only one oval.

- Physicality
- Audience
- Tangibility
- Perception

38. 30. Which of the following is an intangible component of a car repair shop?

Mark only one oval.

- Replacement parts
- Employee uniforms
- Barrel for storing recyclable motor oil
- The training the mechanic has received

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