

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 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

10. 2. Service providers like insurance companies that emphasize acquiring new customers rather than retaining current customers are broadening provider _____ of the gap model of service quality.

Mark only one oval.

- Gap 1
- Gap 2
- Gap 3
- Gap 4

11. 3. The intangibility of services has implications for the choice of _____

Mark only one oval.

- Brand elements
- Location
- Channels of distribution
- Product features

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

Mark only one oval.

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

13. 5. 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

14. 6. _____ is a key determinant of whether a product offering should be classified as product or service.

Mark only one oval.

- Audience passivity
- Tangibility
- Perception
- Abstraction

15. 7. 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

16. 8. 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

17. 9. _____ is the physical surroundings or the physical facility where the service is produced, delivered and consumed._.

Mark only one oval.

- Servicespace
- Servicescape
- Serviceplace
- Servicescope

18. 10. Which of the following is not an element of people?

Mark only one oval.

- Motivation
- Teamwork
- Flow of activities
- Customer training

19. 11. Added features to an offering are called _____ service features.

Mark only one oval.

- Expected
- Augmented
- Primary
- Secondary

20. 12. Examples of pure tangible goods include all of the following EXCEPT need

Mark only one oval.

- Soap
- Tax Preparation
- Toothpaste
- Salt

21. 13. A disadvantage of e-marketing is

Mark only one oval.

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

22. 14. If the company provides products or services less than its cost then the company will

Mark only one oval.

- get more loss
- get more profits
- get more discounts
- both a and b

23. 15. 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

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 continuum that ranges from tangible-dominant to intangible-dominant is referred to as

Mark only one oval.

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

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. Servicescape consists of which of the following features:

Mark only one oval.

- inanimate objects
- signs
- symbols
- All of these

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. 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

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. 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

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