

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

Course Name - Services Marketing

Course Code - BBA604M\_BBA604M(BL/OLD)

\* You can submit the form ONLY ONCE.

\* Fill the following information for further process.

\* Required

1. Email address \*

---

2. Name of the Student \*

---

3. Enter Full Student Code \*

---

4. Enter Roll No \*

---

5. Enter Registration No \*

---

6. Enter Course Code \*

---

7. Enter Course Name \*

---

8. Select Your Programme \*

*Mark only one oval.*

D.PHARM

B.SC.(CS)

B.SC.(HN)

B.A.(MW)

BBA

[B.COM](#)

BCA

M.SC.(CS)

M.SC.(HN)

M.A.(MW)

MBA

MCA

M.TECH(CSE)

Answer all the questions. Each question carry one mark.

9. 1. Competitor intelligence should be gathered

*Mark only one oval.*

Once a year

Twice a year

Continuously

When competition is more

10. 2. Service consumers tend to be more brand loyal than goods consumers because of the gap model of service quality.

*Mark only one oval.*

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

11. 3. The consumer decision process consists of

*Mark only one oval.*

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

12. 4. 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

13. 5. Fixing the right price for services offered is difficult because of .....

*Mark only one oval.*

- Perishability
- Heterogeneity
- Inseparability
- intangibility

14. 6. 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

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. 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. 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

18. 10. 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

19. 11. Which of the following strategies increases the supply of service available to consumers?

*Mark only one oval.*

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

20. 12. The unique service characteristic that deals specifically with the inability to inventory services is

*Mark only one oval.*

- Inseparability
- Intangibility
- Homogeneity
- Perishability

21. 13. The centralized mass production of services is difficult due to

*Mark only one oval.*

- Inseparability
- Intangibility
- Homogeneity
- Perishability

22. 14. 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

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

*Mark only one oval.*

- Intangibility
- Inseparability
- Homogeneity
- Perishability

24. 16. Which linkage within The Service Triangle reflects Pizza Hut's strategy of communicating its commitment to service excellence to its employees through television commercials?

*Mark only one oval.*

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

25. 17. The demand for services marketing knowledge has increased for all of the following reasons except

*Mark only one oval.*

- The tremendous growth in service-sector employment
- Increasing service-sector contributions to the world economy
- The decline in service sector jobs
- None of these

26. 18. \_\_\_\_\_ 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

27. 19. Which of the following statements is not true?

*Mark only one oval.*

- Service knowledge is obtained differently than goods knowledge
- Firms that define their businesses too narrowly have developed marketing myopia
- Goods are tangible-dominant
- All of these are true



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. Service companies can close provider gap 3 by doing any of the following EXCEPT

*Mark only one oval.*

- Teaching customers to perform their roles appropriately
- Synchronizing supply and demand
- Motivating intermediaries to meet company service goals
- Developing customer-defined service standards

30. 22. In addition to the elements of the traditional marketing mix, the expanded mix for services includes:

*Mark only one oval.*

- Positioning, personalization and process
- People, physical evidence and process
- Personalization, procurement and people
- Profit, production and psychology

31. 23. 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

32. 24. 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

33. 25. 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

34. 26. 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

35. 27. Differentiation approaches such as competence, courtesy, reliability, and responsiveness are forms of

*Mark only one oval.*

- Product differentiation
- Personnel differentiation
- Image differentiation
- Service differentiation

36. 28. 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

37. 29. Which pricing strategies encourage the customer to expand his/her dealings with the service provider?

*Mark only one oval.*

- Relationship pricing
- Price bundling
- Benefit-driven pricing
- Efficiency pricing

38. 30. Costs that are planned and are accrued during the operating period regardless of the level of production and sales are called

*Mark only one oval.*

- Direct variable costs
- Fixed costsAverage costs
- Average costs
- Marginal costs

39. Submission ID (skip this field) \*

⚠ DO NOT EDIT this field or your time will not be recorded.

---

---

This content is neither created nor endorsed by Google.

Google Forms