



BRAINWARE UNIVERSITY

Course – MBA

Services Marketing (MM402)

(Semester – 4)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
 - (i) _____ is the difference between customer expectations and perceptions.
 - a. Customer Delight
 - b. Customer Satisfaction
 - c. Customer Gap
 - d. The Supplier Gap
 - (ii) The most widely accepted services marketing model is based on the following presumed service differences. Except one. Which one is incorrect?
 - a. Inseparability
 - b. Heterogeneity
 - c. Impressions
 - d. Perishability
 - (iii) _____ is defined as the caring, individualized attention that the firm provides its customers.
 - a. Empathy
 - b. Responsiveness
 - c. Sympathy
 - d. Assurance
 - (iv) Which of the following is not an element of people?
 - a. Motivation
 - b. Teamwork
 - c. Flow of Activities
 - d. Customer Training
 - (v) Charging customer different prices for essentially the same service is called
 - a. Price Discrimination
 - b. Supply & Demand
 - c. Complementary
 - d. Substitutes
 - (vi) In service marketing, 'Service scape' refers to one particular marketing mix element, i.e.
 - a. Physical Evidence
 - b. Process
 - c. Place
 - d. Promotion
 - (vii) Services that occur without interruption, confusion or hassle to the customer is called

