



## BRAINWARE UNIVERSITY

**Term End Examination 2021 - 22**  
**Programme – Master of Business Administration**  
**Course Name – Services Marketing**  
**Course Code - MM403**  
**( Semester IV )**

**Time allotted : 1 Hrs.15 Min.**

**Full Marks : 60**

[The figure in the margin indicates full marks.]

**Group-A**

(Multiple Choice Type Question)

1 x 60=60

*Choose the correct alternative from the following :*

- (1) Which of the following businesses would be characterized as a pure service
 

a) Insurance	b) Farming
c) Mining	d) There is no such thing as a pure service
- (2) Which of these statements can be considered as false or true
 

a) Services cannot be touched or seen in the same manner as goods	b) Consumer judgments about services tend to be more subjective than objective
c) Customers involvement affects service quality	d) All are true
- (3) Services that occur without interruption, confusion, or hassle to the customer is called
 

a) Seamless service	b) Service audit
c) Functional service	d) Departmental service
- (4) Which of the following statements pertain to inseparability is false?
 

a) As customer contact increases, the efficiency of the firm decreases	b) Customers can affect the type of service desired
c) Customers can affect the length of the service transaction	d) Customers can affect the cycle of demand
- (5) Solutions used to minimize the marketing problems attributed to heterogeneity include
 

a) Standardizing or customizing the service	b) Using multi-site locations
c) Stressing tangible clues	d) Appealing to different market segments with different demand patterns

- (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?
- a) The use of creative pricing strategies
  - b) The use of reservation systems
  - c) Capacity sharing
  - d) Developing complementary services
- (7) Fixing the right price for services offered is difficult because of .....
- a) Perishability
  - b) Heterogeneity
  - c) Inseparability
  - d) intangibility
- (8) The consumer decision process consists of
- a) Stimulus, problem awareness, and purchase stages
  - b) Pre-purchase, consumption, and post-purchase stages
  - c) Problem awareness, evaluation of alternatives, and post-purchase behaviour
  - d) Stimulus, information search, and post-purchase behaviour
- (9) Service consumers tend to be more brand loyal than goods consumers because
- a) More choices are available
  - b) Brand loyalty lowers the amount of perceived risk
  - c) Each service provider provides many brands
  - d) Location of the provider is the major driver in the consumer selection process
- (10) The service industry has several emerging trends that organisations need to be aware of. Which of these should organisations keep a look out for?
- a) New competitors entering the marketplace
  - b) Advances in the internet
  - c) Heightened customer expectations
  - d) Advances in e-commerce
- (11) Customers ultimately determine the services by.....
- a) The type of competitors
  - b) The levels of marketing effectiveness and operational efficiency
  - c) The cycle of fluctuations
  - d) The price of the competitors
- (12) Which of the following is not a step in the construction process of a service blueprint?
- a) Obtaining scripts from both customers and employees
  - b) Segmenting customers based on the content of the script
  - c) Identify steps in the process where the system can go awry
  - d) Calculating the time frame for the service execution
- (13) \_\_\_\_\_ is a firm view toward planning its operations according to market needs
- a) Marketing orientation
  - b) Marketing functions
  - c) Marketing department
  - d) Marketing forecast
- (14) Among many services, the demand for medical services tends to be \_\_\_\_\_.
- a) Inelastic
  - b) Elastic
  - c) Substitute demand
  - d) Price cross elastic demand
- (15) Costs that are planned and are accrued during the operating period regardless of the level of production and sales are called
- a) Direct variable costs
  - b) Fixed costs
  - c) Average costs
  - d) Marginal costs
- (16) Which pricing strategies encourage the customer to expand his/her dealings with the service provider?

- a) Relationship pricing
  - b) Price bundling
  - c) Benefit-driven pricing
  - d) Efficiency pricing
- (17) Differentiation approaches such as competence, courtesy, reliability, and responsiveness are forms of
- a) Product differentiation
  - b) Personnel differentiation
  - c) Image differentiation
  - d) Service differentiation
- (18) The primary objective of a firms communication mix during the pre-consumption choice stage is to
- a) sell the product
  - b) Minimize the perceived risk associated with the purchase
  - c) Encourage repeat purchases
  - d) Persuasively convince customers why the firms brand is superior to the competitors
- (19) Branding of services becomes difficult because they are
- a) Intangible
  - b) Heterogeneous
  - c) Perishable
  - d) Inseparable
- (20) The suggested communication strategy to use when the product is intangible dominant is to
- a) Create an intangible image for the product
  - b) Create awareness for the product
  - c) Surround the product with tangible evidence
  - d) Make sure the product is in the evoked set of
- (21) The advantage that the E-marketing communications carries are.....
- a) Reaching a widely dispersed audience
  - b) Being cost effective
  - c) Being personalized
  - d) More customer satisfaction
- (22) Which of the following is not a component of service firms physical evidence?
- a) Parking
  - b) Employee appearance
  - c) Billing statements
  - d) In-house process equipment
- (23) which of the following is not an advantage of requiring employees to wear uniforms?
- a) Identifies the firm's personnel
  - b) Provides price expectations to customers
  - c) Implies a coherent group structure
  - d) Provides a physical symbol that embodies the group's ideas and attributes
- (24) The maintenance contract offered by Sears on its Kenmore refrigerators, dishwashers and microwaves is an example of a(n)
- a) Service
  - b) Experience
  - c) Attribute
  - d) Good
- (25) Which of the following is an example of a tangible component provided by a hotel?
- a) Wake-up call
  - b) Guest rooms
  - c) Room service
  - d) Express check-out
- (26) Which of the following is an example of the people element of an airline company's services marketing mix?
- a) Pilots
  - b) Baggage handlers
  - c) Customers
  - d) All of these
- (27) Enterprise Rent-A-Car closely ties customer service to employee success. With a tracking system called the Enterprise Service Quality Index (ESQi), the company routinely follows up with customers by phone to determine their level of satisfaction with the company. Only completely satisfied customers count toward an employee

ESQi score, which is used to measure employee's potential for promotion. Enterprise closes provider \_\_\_\_\_ by using marketing research.

- a) Gap 1
- b) Gap 2
- c) Gap 3
- d) Gap 4

(28) Companies that emphasize acquiring new customers rather than retaining current customers are using \_\_\_\_\_

- a) Transactional
- b) Proactive
- c) Developmental
- d) Proactive

(29) Service companies can close provider gap 3 by doing any of the following EXCEPT:

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

(30) Which of the following sets of terms best describes a service?

- a) objects, devices, and performances
- b) effort, objects, and deeds
- c) things, devices, and performances
- d) deeds, effort, and performances

(31) \_\_\_\_\_ involves a pictorial representation of the relationship between the tangible and intangible elements of a firm's operation.

- a) Molecular Model
- b) Servuction Model
- c) Benefit concept
- d) Industrial Management Model

(32) Which linkage within The Service Triangle reflects the ease with which a customer uses a bank's ATM?

- a) The systems--the customer
- b) The service strategy--the customer
- c) The systems--the people
- d) The customer--the people

(33) Which of the following statements is false?

- a) Services cannot be touched or seen in the same manner as goods
- b) Consumer judgments about services tend to be more subjective than objective
- c) Services are first produced, then sold, then consumed
- d) Services tend to vary from one transaction to the next

(34) The primary cost of producing a service is

- a) Rent
- b) Overhead
- c) cost of goods sold
- d) labour

(35) If the company provides products or services less than its cost then the company will

- a) get more loss
- b) get more profits
- c) get more discounts
- d) both a and b

(36) Examples of pure tangible goods include all of the following EXCEPT

- a) Soap
- b) Tax Preparation
- c) Toothpaste
- d) Salt

(37) The intangibility of services has implications for the choice of \_\_\_\_\_

- a) Brand elements
- b) Location
- c) Price
- d) Product features

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

- a) Responsiveness  
c) Assurance
- b) Reliability  
d) Empathy
- (39) Standardized and customized flow of activities , simple and complex number of steps and customer involvement by which a service is delivered is called
- a) Place Mix  
c) Process mix
- b) Physical evidence mix  
d) People mix
- (40) \_\_\_\_\_ are the only service distributors which do not require direct human interactions.
- a) Electronic channels  
c) Direct Service channels
- b) SST's  
d) Speculative channels
- (41) Compared with low-contact services, customers of high-contact services are more likely to judge service quality on the basis of:
- a) Price of the service  
c) Intangible outcomes eg. The performance of an investment portfolio
- b) Processes used in carrying out the service  
d) Tangible outcomes
- (42) Which of the following is not generally accepted as being part of the extended marketing mix for services?
- a) Product  
c) Process
- b) Price  
d) Practice
- (43) The maintenance contract offered by Godrej on its refrigerator is an example of
- a) Service  
c) Attribute
- b) Experience  
d) Benefit
- (44) The characteristic of a service that refers to differences in employees' performances is
- a) Intangibility  
c) Inseparability
- b) Heterogeneity  
d) Perishability
- (45) \_\_\_\_\_ qualities are attributes a consumer can determine prior to purchasing a product.
- a) Search  
c) Experience
- b) Consequential  
d) Credence
- (46) 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.
- a) Gap 1  
c) Gap 3
- b) Gap 2  
d) Gap 4
- (47) Which of the following is not a tangible dominant?
- a) Detergents  
c) Investment Management
- b) Automobiles  
d) Soft drinks
- (48) SSTs stands for \_\_\_\_\_
- a) Stable Service Technologies  
c) Smart Service Technologies
- b) Social Service Technologies  
d) Self Service Technologies
- (49) Evaluation of Medical Diagnosis service is mainly depends on \_\_\_\_\_
- a) High in experience quality  
c) High in search quality
- b) High in credence quality  
d) Both a and c

- (50) \_\_\_\_\_ is defined as the caring, individualized attention that the firm provides its customers.
- a) Empathy  
b) Responsiveness  
c) Sympathy  
d) Assurance
- (51) Charging customers different prices for essentially the same service is called \_\_\_\_\_
- a) Price discrimination  
b) Price Determination  
c) Price segmentation  
d) Price Settlement
- (52) \_\_\_\_\_ Which of the following is not a type of Service encounters?
- a) Remote encounters  
b) Phone encounters  
c) Face to face encounters  
d) Check in Encounters
- (53) \_\_\_\_\_ are the only service distributors which do not require direct human interactions.
- a) Electronic Channels  
b) SSTs  
c) Direct Service Channels  
d) Speculative channels
- (54) \_\_\_\_\_ is the main reason for difficulty in Services Marketing.
- a) Separability  
b) Intangibility  
c) Availability  
d) Demand Supply Gap
- (55) Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called \_\_\_\_\_
- a) Place Mix  
b) Physical Evidence Mix  
c) Process Mix  
d) People Mix
- (56) \_\_\_\_\_ is a tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view.
- a) Front end planning  
b) Service Blueprinting  
c) Service Standardization  
d) None of these
- (57) \_\_\_\_\_ is the culture where an appreciation for good service exists and where giving good service to internal as well as ultimate, external customers is considered a natural way of life and one of the most important norms by everyone.
- a) Service culture  
b) Corporate culture  
c) Service Triangle  
d) Service Quality Dimensions
- (58) Holistic marketing for services demands \_\_\_\_\_
- a) External marketing  
b) Internal marketing  
c) Interactive marketing  
d) All of these
- (59) \_\_\_\_\_ is about motivating and training employees to serve customers well.
- a) External marketing  
b) Internal marketing  
c) Interactive marketing  
d) All of these
- (60) The service-quality model identifies \_\_\_\_\_ gaps that results in unsuccessful delivery.
- a) 4  
b) 3  
c) 5  
d) 6