

MCQs –SERVICES MARKETING -304
UNIT I
Services Marketing- An Insight into Emerging Sector of Economy

Sr.no	Question	Options	Answer Key
1	A product can include both product and _____ element	a. Benefit b. Promise c. Value d. Service	d
2	Example of market offer : Pure Service	a. Book b. Washing machine c. Crèche d. Fast food restaurant	c
3	Example of market offer : Goods Major Service Minor	a. Cars b. Sugar c. Airlines d. Legal advice	a
4	Example of market offer : Major Service Minor Goods	a. Salt b. Television c. Education d. Repair & maintenance	c
5	Example of market offer : Pure Goods	a. Toothpaste b. Training centre c. Refrigerator d. Advertising	a
6	Example of market offer : Tangible & Intangible equal	a. Detergent b. Ad agency c. Automobile d. Fast food restaurants	d
7	_____ are activities, benefits or satisfaction that are offered by the marketer.	a. Product b. Goods c. Services d. Offerings	c
8	Service output tends to be _____.	a. Customized b. Variable c. Independent d. Standardized	b
9	The _____ character of service from the provider makes mass production & marketing of services impossible.	a. Independent b. Standardized c. Inseparable d. Customized	c
10	Production & Consumption of service is _____	a. Separately b. Simultaneously c. Exclusively d. Independently	b

11	The customer tends to arrive at the meaning of service using the process of _____.	a. Deduction b. Appreciation c. Development d. Induction	a
12	There is no _____ time in service.	a. First b. Second c. Third d. Fourth	b
13	Pure services without accompanying _____.	a. Product b. Goods c. Services d. Nothing	b
14	Pure goods without accompanying _____.	a. Product b. Goods c. Services d. Nothing	c
15	Combination of goods and services is called as _____.	a. Marketing mix b. Goods- Services Continuum c. Service mix d. Market	b
16	One of the most important differences about services when compared with products is that _____.	a. time is not important b. people are part of the service experience c. services can be inventoried d. services are easy to visualize	b
17	Services involve a form of _____.	a. ownership without value b. benefits and ownership c. ownership without benefits d. benefits without ownership	d
18	Smoothing demand for services is important because services _____.	a. can sometimes be delivered electronically b. have inconsistent quality c. vary in price d. cannot be inventoried	d
19	Services can be described as _____, meaning that it's difficult for customers to visualize the experience before they purchase a product:	a. mentally intangible b. mentally tangible c. Challenging d. mentally illusive	a
20	Which of the following statements are incorrect?	a. Services are intangible b. Services are perishable c. Services can be co- produced with customers d. Services are invariable	d
21	Service is somewhat like a rental. The statement is _____	a. incorrect b. correct c. somewhat correct	b

		d. none of the above	
22	When a music concert is recorded in a CD, which of the following sentences are correct?	<ul style="list-style-type: none"> a. The CD becomes a service b. The CD becomes a service product c. The CD becomes both neither product nor service d. The concert and the CD together become a service with a tangible product. 	d
23	Services Marketing is an attractive field of study for India because:	<ul style="list-style-type: none"> a. Services contribute to more than half of India's GDP b. Services are delivered by more than half of India's population c. Services are more important than agriculture and manufacturing d. All of the above 	a
24	Which of the following statements pertain to inseparability is false?	<ul style="list-style-type: none"> 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 	a
25	Managing the peak demand becomes difficult due to _____ nature.	<ul style="list-style-type: none"> a. Intangibility. b. Perishability. c. Inseparable. d. Heterogeneous. 	b
26	Intangible nature of services poses	<ul style="list-style-type: none"> a. Problems to marketers b. Problems to customers c. Problem for service designers d. Problem to service consumers 	a
27	What is the most likely core benefit of a cross channel ferry service?	<ul style="list-style-type: none"> a. getting from Mumbai to Goa safely b. not being seasick c. good food d. a comfortable sitting place e. fast check in procedures 	a
28	The less _____ the service, the more likely it is that it can be performed remotely (i.e. without customer and service provider being present at the same time).	<ul style="list-style-type: none"> a. professional b. personal c. public d. impersonal 	b
29	One obvious strategy to overcome fears associated with the service product's _____ is to turn it into something more tangible.	<ul style="list-style-type: none"> a. Intangibility b. homogeneity c. perishability 	a

		d. inseparability	
30	Services are characterized by all of the following characteristics except for:	a. intangibility b. homogeneity c. perishability d. inseparability	b
31	Of the four unique service characteristics that distinguish goods from services, the one that is the primary source of the other three characteristics is:	a. intangibility b. homogeneity c. perishability d. inseparability	a
32	The unique service characteristic that reflects the interconnection between the service firm and its customer is called:	a. intangibility b. homogeneity c. perishability d. inseparability	d
33	Please match the appropriate unique service feature with the resulting marketing problem the feature causes. Standardization and quality control are difficult.	a. Intangibility b. homogeneity c. perishability d. inseparability e. heterogeneity	e
34	Please match the appropriate unique service feature with the resulting marketing problem the feature causes. Cannot protect services through patents.	a. intangibility b. homogeneity c. perishability d. inseparability e. heterogeneity	a
35	Please match the appropriate unique service feature with the resulting marketing problem the feature causes. Centralized mass production of services is difficult	a. Intangibility b. Inseparability c. heterogeneity d. perishability	b
36	Deeds, efforts and performances define:	a. products b. ideas c. services d. goods	c
37	A service cannot be touched, seen, tasted, heard, or felt in the same manner in which goods can be sensed and, therefore, is referred to as:	a. Intangibility b. Inseparability c. Heterogeneity d. perishability	a
38	Services marketing is important in today's context because of it	a. Generates more customers. b. Generates more GDP. c. Generates more jobs. d. Generates more jobs and GDP.	d
39	Because a physical product does not exist, the _____ of the service provider's are especially important.	a. Colours b. brand image c. logo d. facilities	d
40	Customers often view a service as fairly	a. Differentiate	a

	homogeneous, caring less about the provider than the price. Service marketers must therefore _____ their services.	b. homogenize c. augment d. improve	
41	Why is it more difficult to brand services than to brand goods?	a. It is harder to make a service consistent. b. There is no way to measure service quality. c. There is no packaging to put a logo on. d. It is impossible to develop a positioning statement for a service.	a
42	The _____ element of a product is now often the key (if not only) way to differentiate a goods item (physical product) from its competitors.	a. Goods b. Service c. Place d. Price	b
43	Services are transient. They happen at a particular time and cannot be _____ for later sale or use.	a. evaluated b. revealed c. stored d. consumed	c
44	What are the typical characteristics of services?	a. Services confer no benefits; are intangible; are time- and place-dependent; are inconsistent; cannot be owned. b. Services are intangible; are time- and place-dependent; are inconsistent; cannot be branded; and providers and consumers form part of the service. c. Services confer ownership; are intangible; can be consumed at any time or place; are inconsistent; and providers form part of the service. d. Services confer benefits; are intangible; are time- and place-dependent; are inconsistent; cannot be owned; and providers and consumers form part of the service	d
45	Products that are intangible items are called:	a. services b. goods c. durable goods d. non durable goods	a
46	In the service industry charges, fees, fares or rates	a. service cost	d

	are all:	b. cost structure c. cost plus d. price e. the bottom line	
47	Service cannot gain exclusivity because they cannot be	a. patented b. examined before the purchase c. trademarked d. brandmarked e. distinguished from other	a
48	Inventory of service carrying costs are more subjective and are related to:	a. lost productivity b. idle production capacity c. diminished returns d. low capacity providers	b
49	Because service are intangible and, therefore, more difficult to describe the _____ of the service organization is particularly important in consumer decision.	a. brand mark b. trade mark c. product packaging d. brand name	d
50	Place or distribution is a major factor in developing a service marketing strategy because of the _____ of service from the producer.	a. inseparability b. perishability c. availability d. intangibility	a
51	The fact that a business traveller may have one very positive check-in experience at a hotel and then a very negative check-in experience with a different employee on a subsequent visit is evidence of service:	a. Intangibility b. Inseparability c. Variability d. Perishability	c
52	Arvind & Sons prepares income tax forms for its customers. Because many people avoid doing their taxes until the last minute, Arvind & Sons offices are busiest during the six-week period prior to April 15th. The company instituted a sales promotion which awarded customers who had their taxes prepared early the opportunity to win double the amount of their tax refund. This strategy is to deal with the _____ nature of services.	a. standardize b. perishable c. heterogeneous d. tangible	b
		e.	

UNIT II

Role of Process, People & Physical Evidence in Services Marketing

Sr.no	Question	Options	Answer key
1	_____ is one of the Ps of services marketing, and highlights the importance of the appearance of buildings, staff uniforms, and printed materials.	a. Promotion and education b. Process c. Physical evidence d. People	c
2	Servicescape refers to:	a. service landscape b. service factory c. place where the service is delivered d. beautiful service landscape	c
3	In the service system, customers may specify their needs and expectations to the service provider. Such specifications are called	a. feedback b. feed- forward c. how and why specifications d. none of the above	b
4	The zone of tolerance is defined by the difference between	a. Expected service and desired service. b. Predicted service and desired service c. Desired service and adequate service. d. Predicted service and perceived service	d
5	When developing servicescapes, firms recognize that their physical environment will affect employees and customers. This is primarily due to	a. Reflect the quality at all spheres b. Intangibility c. Heterogeneity d. Perishability	a
6	The service quality is determined on the basis of.....	a. Employee involvement. b. Customer involvement. c. Top management involvement d. Employee and customer involvement.	d
7	One of the major lessons to learn from the Service-Profit Chain is:	a. Customer loyalty leads to customer satisfaction b. Employee retention leads to employee satisfaction c. The firm's profitability leads to customer satisfaction. d. Revenue growth leads to customer satisfaction	a
8	Blueprints identify all of the following process steps except	a. The direction in which processes flow	d

		<ul style="list-style-type: none"> b. The time it takes to move from one process to another. c. The costs involved with each processing site. d. The amount of inventory build-up at each step 	
9	What is a 'service encounter'?	<ul style="list-style-type: none"> a. a bad service experience b. the actual handing over of payment for the service c. an argument between customer and service provider d. the time during which a customer receives a service e. the customer's reaction to the service 	d
10	Two diners complain about a restaurant's slow service but are delighted to be given a free bottle of wine and canapés to make the wait less tedious. In the end, they thoroughly enjoy their evening. In terms of services marketing, what is this a good example of?	<ul style="list-style-type: none"> a. service encounter b. service quality c. process d. service recovery 	d
11	Which of the following is not a component of a service firm's physical evidence?	<ul style="list-style-type: none"> a. employee appearance b. billing statements c. business equipment d. customer satisfaction 	d
12	Which of the following is NOT an element of the physical evidence for a Dance Studio?	<ul style="list-style-type: none"> a. its parquet dance floor b. its ad in the local newspaper c. how experienced its dance instructors are d. its website e. brochure describing its dance lessons and its various payment plans 	c
13	One of the problems that comes from the intangibility of services is that they are perceived as higher risk purchases than goods are. Which of the following is most likely to reassure a customer who has paid in advance for a Centre Court seat at Wimbledon that they will in fact get to see the tennis?	<ul style="list-style-type: none"> a. the tournament's reputation b. the advertising c. the weather forecast d. an expensive and official looking ticket e. the website 	d
14	One of the most common techniques used to analyze and manage complex processes is:	<ul style="list-style-type: none"> a. CAD analysis b. blueprinting c. sequencing d. process analysis 	b
15	With regards to constructing a service blueprint, the time required to perform one activity at one	<ul style="list-style-type: none"> a. process time b. activity time 	b

	station is called:	c. maximum output per hour d. operation time	
16	When developing servicescapes, firm's recognize that their physical environment will affect employees and customers. This is due primarily to:	a. Inseparability b. intangibility c. heterogeneity d. perishability	a
17	Ambient conditions will have the least effect on customer behavior in which of the following servicescapes?	a. an air-conditioned hotel on a hot July day b. bookstore with an in-store coffee cart c. a movie theater d. an open five-story parking garage	d
18	_____ is one of the Ps of services marketing, and highlights the importance of the appearance of buildings, staff uniforms, and printed materials.	a. process b. physical evidence c. packaging d. people	b
19	The tangible aspects of a service are known as _____ evidence.	a. process b. physical evidence c. packaging d. people	b
20	A movie ticket is primarily an example of which element of the marketing mix?	a. process b. physical evidence c. packaging d. price	b
21	A movie's automated booking service is primarily part of which of the marketing mix elements?	a. Process b. physical evidence c. packaging d. price	a
22	In Bitner's servicescapes model, _____ precede moderators.	a. cognitive beliefs b. Behaviours c. internal responses d. environmental dimensions	d
23	Service environments, also called _____ relate to the style and appearance of the physical surroundings and other experiential elements encountered by customers at service delivery sites.	a. service planes b. servicescapes c. service boxes d. servicetomies	b
24	Which of the following is NOT one of the dimensions of the service environment?	a. Exterior facilities b. Location c. Store layout d. Interior displays	b
25	Employees should be trained in all these areas EXCEPT _____.	a. organizational culture b. organizational revenue c. service knowledge d. interpersonal skills	b
26	Successful service companies focus their	a. Internal marketing	b

	attention on both their customers and their employees. They understand _____, which links service firm profits with employee and customer satisfaction.	b. Service-profit chains c. Interactive marketing d. Service differentiation	
27	Fixing a right price for services offered is difficult because of _____.	a. perishability. b. heterogeneity. c. inseparability. d. intangibility.	d
28	If a firm is practicing _____, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.	a. Double-up marketing b. Internal marketing c. Interactive marketing d. Service marketing	b
29	_____ are the only service distributors which do not require direct human interactions.	a. Electronic channels b. SST's c. Direct Service channels d. Speculative channels	a
30	Some fast food chains have detailed instructions about how chef should prepare the food. There are timers to tell them when the chips are cooked and even painted footprints on the floor to show where they should stand. Which element of the marketing mix are they trying to control?	a. Process b. physical evidence c. packaging d. price	a
31	The extended marketing mix for services includes: People, _____ and Physical Evidence.	Product Processes Place Promotion	b
32	Which of the following is not an element of people?	a. Motivation b. Teamwork. c. Flow of activities d. Customer training	c
33	_____ is the physical surroundings or the physical facility where the service is produced, delivered and consumed.	a. Servicespace b. Servicescape c. Serviceplace d. Servicescope	b
34	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 b. Processes used in carrying out the service c. Intangible outcomes e.g. the performance of an investment portfolio d. Tangible outcomes	b
35	Attributes where consumers can evaluate only during or after the consumption process is known as _____.	a. Credence qualities b. Experience qualities c. Search qualities d. None of the above	b

36	SSTs refers to _____.	a. Service Standards Testing b. Self- Service Technologies c. Standard Service Technologies d. Self Service Treatments	b
37	Which of the following is NOT a key component of a service blueprint?	a. Line of transference b. Line of interaction c. Line of visibility d. Backstage actions by customer contact personnel	a
38	What is the term given to the total (and frequently complex) environment in which a service is delivered?	a. whole service b. ambience c. servicecare d. servicescape	d
39	The line of _____ divides front-stage activities from backstage activities	a. service standards and scripts b. physical evidence c. internal physical interaction d. visibility	d
40	The servicescape includes both the _____ and _____ of a service facility.	a. implicit aspects; explicit aspects b. exterior; interior c. customers; employees d. employees; equipments	b
41	Which of these statement can be considered as 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. Customers involvement affects service quality d. Services are first produced, then sold, then consumed.	d
42	Which of the following is NOT one of the service encounter themes?	a. Spontaneity b. Adaptability c. Responsiveness d. Recovery	c
43	Mandy wants to be a dog groomer. She has enrolled in a training academy operated by PetSmart to learn how dogs should be handled during grooming. The moment Mandy attended the indoctrination class at the training academy was an example of an _____.	a. service inquiry b. service path crossing c. service blueprint d. service encounter	d
44	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

		<p>c. Identify steps in the process where the system can go awry.</p> <p>d. Calculating the time frame for service execution.</p>	
45	Tangible clues are more important when services are	<p>a. Highly perishable.</p> <p>b. Tangible dominant.</p> <p>c. Intangible dominant</p> <p>d. Heterogeneous</p>	c
46	Which of the following is not a component of a service firms physical evidence?	<p>a. Parking.</p> <p>b. Employee appearance</p> <p>c. Billing statements.</p> <p>d. In-house process equipment</p>	d
47	One of the advantages of requiring employees to wear uniforms is that it reduces the customers perception of _____.	<p>a. Intangibility.</p> <p>b. Inseparability.</p> <p>c. Heterogeneity.</p> <p>d. Socialization.</p>	c
48	Internal marketing deals with	<p>a. Marketing the products to employees</p> <p>b. Marketing the products in local market</p> <p>c. Marketing the products inside the country</p> <p>d. Identifying and taking care of employees need and wants</p>	d
49	What is mean by interactive marketing?	<p>a. Marketing by interacting with employees.</p> <p>b. Marketing by interacting with dealers</p> <p>c. Marketing done by interacting between employees and customers</p> <p>d. Marketing by interacting with top management.</p>	c
50	When developing servicescapes, firms recognize that their physical environment will affect employees and customers. This is primarily due to _____.	<p>a. Reflect the quality at all spheres</p> <p>b. Intangibility.</p> <p>c. Heterogeneity.</p> <p>d. Perishability.</p>	a
51	The term _____ describes that part of the service organization's physical environment that is visible to and experienced by the customers.	<p>a. Moments of Truth</p> <p>b. High/Low contact service</p> <p>c. Servuction System</p> <p>d. Zone of Tolerance</p>	c
52	The starting point in the service profit chain is _____.	<p>a. internal service quality</p> <p>b. external service quality</p> <p>c. internal environment</p> <p>d. external environment</p>	a

UNIT 3

Managing Consumer Behaviour & Service Quality

Sr.no	Question	Options	Answer key
1	Parasuraman et al.'s model proposes five dimensions that contribute to service quality: tangibles, reliability, assurance, responsiveness and empathy. What is this model called?	a. TRANQUIL b. QUALSERVE c. SERVQUAL d. SQUAL	C
2	The extent to which customers recognize and are willing to accept variations in service performance is called the	a. provider gap b. zone of tolerance c. customer gap d. service paradigm	b
3	Tangible characteristics that customers can evaluate prior to purchase are termed _____.	a. search attributes b. experience attributes c. credence attributes d. satisfaction attributes	A
4	Service quality begins with _____.	a. Customers b. Suppliers c. Employees d. Distributors	c
5	_____ are four distinct factors which influence the customer satisfaction.	a. Product, Price, Place & Promotion b. Product, Sales activity, after sales & Culture c. Product, People, Physical evidence & Process d. Product, Prompt service, Trained employees & customer delight	b
6	What is the overall purpose of the Service Gap Model?	a. To determine why customers are leaving an organization b. To analyze a business's performance against a customer's needs c. To identify pricing issues in merchandise and apparel d. To create new policies for marketing and advertising efforts	
7	Differences between the consumers expectations	a. consumer analysis	c

	and experiences are identified through:	b. experience analysis c. gap analysis d. expectation analysis	
8	The service delivery system is composed of	a. Inanimate environment b. Contact personnel c. Other customers d. Front stage e. All of the above	e
9	The distance between a customer's expectations of a service and perception of the service actually delivered is called:	a. service gap b. knowledge gap c. standards gap d. delivery gap	A
10	The firm's increased research orientation and enhanced upward communication will assist the firm in decreasing which one of the following gaps?	a. knowledge gap b. standards gap c. delivery gap d. communications gap	A
11	Understanding the customer is a critical step toward minimizing or completely eliminating the:	a. knowledge gap b. standards gap c. delivery gap d. communications gap	A
12	The difference between management perceptions of customer expectations and standards specifying service to be delivered is called the:	a. knowledge gap b. standards gap c. delivery gap d. communications gap	B
13	Which of the following is NOT a factor influencing the delivery gap?	a. willingness to perform b. employee-job fit c. role ambiguity d. overpromising	D
14	Employee willingness to perform and employee-job fit are directly related to which of the following service quality gaps?	a. knowledge gap b. standards gap c. delivery gap d. communications gap	C
15	According to the text, when competing firms begin to overpromise in order to top one another, a _____ is likely to occur.	a. knowledge gap b. standards gap c. delivery gap d. communications gap	D
16	Which of the following is NOT a key component that needs to be built into every service quality system?	a. listening b. reliability c. servant leadership d. individual play	D
17	The component of a firm's service quality information system that assesses the firm's and competitor's service quality ratings is:	a. customer focus group interviews b. employee surveys c. mystery shopping d. total market service quality survey	D
18	Which of the following is not a component of a	a. mystery shopping	B

	service quality informationsystem?	b. customer retention interviews c. after-sale surveys d. employee surveys	
16	The SERVQUAL dimension that is typically noted as the most important by customers is the _____ dimension.	a. tangibles b. empathy c. responsiveness d. assurance e. reliability	e
17	The SERVQUAL dimension that is typically noted as the least important by customers is the _____ dimension.	a.tangibles b.empathy c.responsiveness d. assurance e. reliability	A
18	Research that examines the customer's perspective of a firm's strengths and weaknesses is called:	a. customer research b. employee survey c. noncustomer research d. customer complaints	A
19	Which of the following is a major criticism of the SERVQUAL scale?	a. short questionnaire b. validity of the five service quality dimensions c. does not predict consumer purchase intention d. contact personnel	B
20	Excellent companies will have the customer's best interest at heart is a typical statement within the _____ dimension of the SERVQUAL scale.	a. tangibles b. empathy c. responsiveness d. assurance	B
21	The element of service quality which is defined as 'the knowledge and courtesy of employees and their ability to convey trust and confidence'.	a. tangibles b. empathy c. responsiveness d. assurance	D
22	A tool for assessing the level of service quality based on the difference between users expectations and the service experience delivered is:	a. the information value model. b. the balanced scorecard. c. the service dashboard. d. the service quality gap model.	d
23	The element of service quality which is defined as 'the ability to perform the service dependably'.	a. Reliability. b. Empathy. c. Tangibles. d. Responsiveness. e. Assurance.	a

24	The element of service quality which is defined as 'a willingness to help customers and provide prompt service'.	a. Reliability. b. Empathy. c. Tangibles. d. Responsiveness.	d
25	Core service failure and response to service failure both can lead to customer switching behavior.	a. True b. False c. Vary as per condition d. None of the above	a
26	The five determinants of service quality in order of importance are:	a. Tangibles, empathy, assurance, responsiveness, reliability b. Responsiveness, Reliability, Assurance, Empathy, Tangibles c. Reliability, Responsiveness, Assurance, Empathy, Tangibles d. Tangibles, Empathy, Reliability, Responsiveness, Assurance,	c
27	As per service-quality model, the capacity to complete the promised service accurately and dependably is	a. Responsiveness b. Reliability c. Assurance d. Empathy	b
28	Increasing customer expectations of what an organization can deliver	a. Can result in improved perceptions of overall service quality b. Can result in poor perceptions of overall service quality c. NO change d. None of the above	a
29	To create fit between demand & supply, the peak time efficiency, shared services and increased service participation are strategies of	a. demand side b. supply side c. supplementary side d. complementary side	b
30	To create fit between demand & supply, the non-peak demand, complementary services, differential pricing and reservations systems are strategies of	a. demand side b. supply side c. supplementary side d. complementary side	a
31	Which of the following is difficult to evaluate?	a. Jewellery b. Auto repair c. Furniture d. Clothing	b

32	Evaluation of Medical Diagnosis service is mainly depends on	<ul style="list-style-type: none"> a. High in experience quality b. High in credence quality c. High in search quality d. Both a and c 	b
33	The pre-purchase stage begins with _____.	<ul style="list-style-type: none"> a. formation of expectations b. moments of truth c. evoked set d. need arousal 	d
34	Which of the following is NOT a model for evaluating consumers' behaviour during the service encounter experience?	<ul style="list-style-type: none"> a. Moments of Truth b. High/Low contact service c. Servuction System d. Theater Metaphor e. Zone of Tolerance 	e
35	Service consumption can be divided into which three principal stages	<ul style="list-style-type: none"> a. Pre purchase, service encounter, and post-encounter. b. pre encounter, service encounter and post encounter c. service encounter, pre purchase, purchase and post encounter d. service encounter, purchase and post encounter 	a
36	Professionals such as doctors and lawyers display their degrees and certifications because _____.	<ul style="list-style-type: none"> a. they want to build personal relationships with their clientele and generate a moment of truth. b. they want customers to "see" their credentials that qualify them to provide the service. c. they want to provide detailed information about their core values. d. they want to provide a visual example of their prowess and enhance experiential attributes. 	b
37	Jan Carlzon, the former CEO of Scandinavian Airlines System, used the _____ metaphor as a reference point for transforming the airline into a customer-driven business.	<ul style="list-style-type: none"> a. service-perspective b. comparative-analysis c. systems-of-exchange d. moment-of-truth 	d

38	Customer delight is a function of three components: _____, _____, and _____.	<p>a. Low levels of arousal, personality, high levels of reactance</p> <p>b. High levels of performance, arousal, positive affect.</p> <p>c. Low levels of determination, conspicuous consumption, high levels of arousal</p> <p>d. High levels of conspicuous consumption, reactance, satisfaction</p>	b
39	A _____ is a period of time during which you, as a customer, interact with a service provider.	<p>a. service entitle</p> <p>b. zone of tolerance</p> <p>c. moment of truth</p> <p>d. moment of inertia</p>	c
40	The _____ is the extent to which customers are willing to accept variation in service delivery.	<p>a. service entitle</p> <p>b. zone of tolerance</p> <p>c. moment of truth</p> <p>d. moment of inertia</p>	b
41	Many _____ and medium-contact services are transforming into _____ services as customers undertake more self-service.	<p>a. high-contact; low-contact</p> <p>b. low-contact; high-contact</p> <p>c. high-contact: no contact</p> <p>d. no contact; high contact</p>	a
42	The service organisation must aim to achieving _____.	<p>a. Zero Defection</p> <p>b. Zero Moment</p> <p>c. Direct Focus</p> <p>d. Zero Hour</p>	a
43	To survive in a competitive environment, an organization must provide its target customers more _____ than is provided to them by its competition.	<p>a. product</p> <p>b. service</p> <p>c. value</p> <p>d. feedback</p>	c
44	SERVQUAL identifies _____ Gaps that may cause customers to experience poor service quality perceived deliver.	<p>a. 3</p> <p>b. 4</p> <p>c. 5</p> <p>d. 6</p>	c
45	Saeesaved for six months to have enough money to buy a new designer outfit to wear to a special party. She had to travel to a larger city to purchase this outfit, but it was worth it to her because it made her feel beautiful and confident. The _____ difference between the benefits Saeepceived from this purchase and the cost to her to acquire these benefits describes her	<p>a. consumer behavior</p> <p>b. customer value</p> <p>c. customer motivation</p> <p>d. consumer perception</p>	b

	_____.		
46	The consumer decision process consists of _____.	<ul style="list-style-type: none"> a. Stimulus, problem awareness, and purchase stages b. Pre-purchase, consumption, and post-purchase stages c. Problem awareness, evaluation of alternatives, and post-purchase behavior d. D. Stimulus, information search, and post-purchase behavior 	b
47	Which of the following is not a benefit of customer satisfaction?	<ul style="list-style-type: none"> a. The firm is more insulated from price competition. b. The firm provides a positive work environment for its employees c. Positive word-of-mouth is generated from satisfied customers d. D. Satisfied customers make purchases more frequently 	b
48	Customers ultimately determine the services by.....	<ul style="list-style-type: none"> 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. 	b
49	The extent to which customers recognize and are willing to accept variations in service performance is called the _____.	<ul style="list-style-type: none"> a. provider gap b. zone of tolerance c. customer gap d. service paradigm 	b
50	Every _____ has its own kind of demand.	<ul style="list-style-type: none"> a. Customer b. Competition c. Company d. Market 	A
51	Which of the following services best represents how little complaining consumers actually do?	<ul style="list-style-type: none"> a. Taj Hotels b. Swiggy c. FedEx d. A public bus company 	D
52	Which of the following is NOT one of the elements of effective service recovery?	<ul style="list-style-type: none"> a. Do the job right the first time b. Seek alternative recompense strategies c. Identify service complaints d. Resolve complaints effectively 	B

53	Services that do not meet customer expectations are called:	a. Service failures. b. Critical incidents. c. Servuction failures. d. Service recoveries.	A
54	Most customers want to achieve a fair solution following a service failure. Which of the following is NOT a factor that affects a person's perceptions of 'fairness' in these kinds of situations?	a. The nature or severity of the service failure. b. The customer's experience with other firms. c. The firm's policy on service recovery. d. Observed treatment of other customers.	c

UNIT IV

Segmentation, Targeting & Positioning of Services in Modern Era

Sr.no	Question	Options	answer key
1	A triangle of Company, Customers, Employees, Internal Marketing, External Marketing communications and Interactive marketing is known as _____.	a. Marketing Triangle b. Service Triangle c. Communication Triangle d. Both a and b	B
2	Heavy women like to purchase fashionable clothes just as much as any women. However, most clothes are not proportioned for their bigger size and do not fit well. As a result, several manufacturers offer "plus" sizes of clothing for this group of consumers. Women who comprise this group have needs that differ somewhat from the total market and represent a _____.	a. demographic segment b. lifestyle segment c. market potential d. market segment	D
3	Which element of the marketing mix is concerned with having the product available where target customers can buy it?	a. product b. price c. place d. promotion	C
4	_____ are often used to segment customers according to their willingness to trade off price and service level across a broad variety of attributes.	a. Service levels b. Service strategy c. Service position d. Service image	A
5	Service companies can _____ their service delivery by having more able and reliable customer contact people, by developing a superior physical environment in which the service product is delivered, or by designing a superior delivery process.	a. Segment b. Target c. Position d. Sell	A
6	Segmentation increases the _____ of companies.	a. Demand	C

		b. Image c. Competitiveness d. Market share	
7	By using segmentation, _____ can be cheered through the life cycle of a customer.	a. Customer satisfaction b. customer retention c. customer delight d. customer motivation	B
8	Segmentation plays a vital role in _____.	a. Company Profit b. Position c. Market expansion. d. Customer satisfaction	C
9	One of the Ps of marketing mix which is absolutely dependent on STPs is	a. product b. price c. place d. promotion	D
10	Communication cannot be possible without knowing your _____ market	a. Segment b. Target c. Position d. Sell	B
11	_____ focus stands to which a firm serves few or many markets.	a. Product b. Company c. Service d. Market	D
12	_____ focus describes the extent to which a firm offers few or many services.	a. Product b. Company c. Service d. Market	C
13	_____ is a group of customers (people & organisations) for whom a seller designs a particular marketing mix.	a. Segment b. Target market c. Consumer d. Service	B
14	Limited number of services offering under one brand for many type of consumers.	a. Undifferentiated segmentation strategy b. Concentrated segmentation strategy c. Differentiated segmentation strategy d. Niche segmentation strategy	A
15	One service brand which has been aimed to one to one consumer group.	a. Undifferentiated segmentation strategy b. Concentrated segmentation strategy c. Differentiated	B

		segmentation strategy d. Niche segmentation strategy	
16	Distinct service brand for each consumer group.	a. Undifferentiated segmentation strategy b. Concentrated segmentation strategy c. Differentiated segmentation strategy d. Niche segmentation strategy	C
17	The three step process within marketing segmentation includes:	a. Segmentation, differentiation and positioning. b. Targeting, Segmentation, and Positioning. c. Segmentation, Targeting and Positioning. d. Positioning, Mass Marketing and Segmentation.	C
18	A company which is _____ offers a narrow range of services to a fairly broad market	a. Company b. Service c. Market d. Product	B
19	Essel World is targeting its services by _____ them through promotion highlighting the benefits.	a. Intangibilising b. Tangibilising c. Positioning d. Marketing	B
20	_____ is one of the core elements in service strategy formulation.	a. Segmentation b. Targeting c. Positioning d. Competiveness	C
21	The market _____ recognizing the wisdom of specializing to suit the needs of a segment of a market rather than trying to do all things to all people.	a. Segmentation b. Targeting c. Positioning d. Competiveness	A
22	Which of the following is an example of a behavioural segmentation base?	a. gender b. user status c. income d. socio-economic class	B
23	In the STP five-stage process, what follows on from stage two, identify market segments?	a. profiling customers/consumers	C

		<ul style="list-style-type: none"> b. identifying the total market c. selecting target market d. positioning against competing brands 	
24	Service positioning is about:	<ul style="list-style-type: none"> a. Developing a service. b. Developing a perception of the service. c. Service quality decisions. d. The perception of the product from the view of the competitors. 	b
25	The brand's _____ is the place a brand is perceived to occupy in the minds of the target market relative to competing brands.	<ul style="list-style-type: none"> a. positioning b. perceptual mapping c. targeting d. segmentation 	A
26	Market segments to be targeted using existing or new services can be identified using _____.	<ul style="list-style-type: none"> a. Market analysis b. Competitor analysis c. Company analysis d. Customer Analysis 	C
27	A service-focused firm offers a _____ range of services to a fairly broad market.	<ul style="list-style-type: none"> a. wider b. narrow c. less d. more 	B
28	A customer-driven services marketing strategy includes all of the following except _____.	<ul style="list-style-type: none"> a. customer analysis b. competitor analysis c. analyzing market segments d. handling customer complaint 	D
29	_____ is any occasion on which the service is used by end customers.	<ul style="list-style-type: none"> a. Customer touch point b. Retailers touch point c. Company touch point d. None of the above 	A
30	What is the marketing term for how a target market perceives a brand in relation to competing brands?	<ul style="list-style-type: none"> a. positioning b. perceptual mapping c. targeting d. segmentation 	A
31	An example of a determinant attribute for an airline service is _____.	<ul style="list-style-type: none"> a. The quality of in-flight service b. plane size c. oxygen masks d. floatation devices 	A

32	The same individuals may set different priorities for attributes according to all EXCEPT which of the following?	<ul style="list-style-type: none"> a. The purpose of using the service. b. The timing of use. c. Whether the individual is using the service alone or with a group. d. The cost of the service. 	D
33	Customers can often be segmented based on their willingness to pay a _____ price to obtain _____ levels of service.	<ul style="list-style-type: none"> a. Higher: higher b. Higher: lower c. Lower : lower d. Lower : higher 	A
34	_____ is useful for targeting existing customers	<ul style="list-style-type: none"> a. Market targeting b. Market segmentation c. Market positioning d. All of these 	B
35	Company's 'customer relationship capital' is another name of	<ul style="list-style-type: none"> a. satisfied customers b. dissatisfied customers c. customer retention d. customer conversion 	A
36	Additional value gained through a long-term relationship with a hairdresser include:	<ul style="list-style-type: none"> a. personal attention b. positive word or mouth referrals c. commitment to the salon d. all the above 	D
37	When developing servicescapes, firms recognize that their physical environment will affect employees and customers. This is primarily due to	<ul style="list-style-type: none"> a. Reflect the quality at all spheres b. Intangibility c. Heterogeneity d. D. Perishability 	A
38	In relation to the customer relationship ladder what is basic marketing?	<ul style="list-style-type: none"> a. Providing discretionary effort. b. Monitoring the service delivery process. c. Transactions and service use. d. Remembering the customers between calls 	C
39	Customer lifetime value (CLV) depends on all of the following factors EXCEPT:	<ul style="list-style-type: none"> a. inflation rate b. profit margin c. retention rate d. discount rate 	A
40	If people that take cruise ship vacations do so because of adventure or fun or on board entertainment or casino gaming, then it is possible	<ul style="list-style-type: none"> a. occasion segmentation. b. benefit segmentation. c. demographic 	B

	to segment this market based on what might be called:	segmentation. d. gender segmentation.	
41	Customers lifetime purchases that generate net present value of future profit streams is called	a. customer lifetime value b. customer purchases value c. customer cost incurred d. customer relationships	A
42	First step in analysis of customer value is to	a. identify customers value attributes b. assessing attributes importance c. assessing company's performance d. assessing competitors performance	A
43	Positioning map in services will helps too.....	a. Identify the position of the company on the world map. b. Identify the position of the company on the industry map. c. Identify the position of the company on the local map. d. Know-how the brand is perceived by customers among other players in the market.	D
44	In order to win over the competitors and attract the customers, the company need to create _____.	a. New markets. b. New customers c. Meaningful unique selling proposition which is valuable and has more opportunities. d. More products.	C
45	Which of the following is NOT a link in the service-product chain?	a. greater service value b. satisfied and productive service employees c. increasingly intangible services d. healthy service profits and growth	C

UNIT V

Marketing of Services: New Paradigm and Perspectives

Sr.no	Question	Options	Answer key
1	Growth in leisure and entertainment services due to _____	a. more surplus money left with customers b. interest that people want to spend leisure time fruitfully c. more support from the government to invest in such an industry. d. growth of other sectors contributed to this growth	A
2	Services marketing is important in today's context because of it	a. Generates more customers. b. Generates more GDP. c. Generates more jobs. d. Generates more jobs and GDP.	D
3.	A _____ should be treated as the focus of banking business.	a. Customer b. Technology c. Process d. Knowledge	A
4	Banks can undertake studies for various products and various geographical areas to understand the _____.	a. Potential available customers b. Existing customers c. New customers d. Affluent customers	A
5	Banks can develop _____ across a broad spectrum of touch points such as bank branches, kiosks, ATMs, internet, electronic banking and call centers.	a. touch points b. customer relationships c. competitive advantage	B

		d. innovation and differentiation	
6	Branding enables a bank to do the _____ as each product from out of a product line can attract a distinct segment of customers.	a. Market segmentation b. Targeting c. Positioning d. Hard work	A
7	The fact that a business traveler may have one very positive check-in –experience at a hotel and then a very negative check-in- experience with a different employee on a subsequent visit is evidence of which of the following characteristics of services?	a. Intangibility b. Inseparability c. Variability d. Perishability	C
8	The fact that a traveler may have one very positive experience flying with an airline and then a very negative flying experience on a subsequent visit is the evidence of service	a. Intangibility b. Inseparability c. Variability d. Perishability	C
9	Indian Government is marketing India as a tourist destination through the _____ advertisement campaign.	a. Credible India b. Incredible India c. Gateway to backwaters d. Gateway of India	B
10			
11	That hospitality organizations have to train customers just as they train employees is an implication of:	a. Intangibility b. Inseparability c. Variability d. Perishability	B
12			
13	The distinctive nature of a hospitality company's total visual image and overall appearance is known as	a. perishability. b. customer value. c. trade dress. d. organization image.	c
14			
15	Which of the following is NOT an example of "tangibilizing" a service product?	a. employee uniforms b. exterior of the property c. plate presentation d. resetting a banquet room behind closed doors	d
16			
17	If you manage a 200-room hotel, and only sell 150 rooms tonight, you can't stockpile the extra 50 rooms to sell tomorrow. This is a problem with the _____ of services	a. Intangibility b. Inseparability c. Variability d. Perishability	b
18	To ensure effective services marketing, tourism marketers need to be _____ in their planning process.	a. Strategic b. right c. specific d. competitive	A
19			

20	Which of the following statements is FALSE?	<ul style="list-style-type: none"> a. CRM combines marketing, business strategy and information b. technology to better understand customers. c. One goal of CRM is to make switching costs high. d. CRM calls for developing unique and lasting relationships with costumers. 	D
21	Market disruptors are proving that the _____ is more important than the product, since many of them do not actually own any inventory.	<ul style="list-style-type: none"> a. Competition b. Company c. Experience d. relationship 	c
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30	A casino employee's uniform or a restaurant's fancy front lobby are ameans of:	<ul style="list-style-type: none"> a. overspending on the part of the service provider. b. tangibilizing the service. c. paying attention to the perishability of the service. d. creating overly high expectations on the part of the customer. 	b
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