

MCQs: Specialization:-OPERATION MANAGEMENT

Course Code- 205

**Course Name -Service Operations Management – I
UNIT-I**

Sr.no	Question	Answer
1	Most of the jobs in post industrial societies are in....industries	A
	Knowledge based	
	Education based	
	Strength based	
	None of these	
2	Services are deeds, processes and.....	C
	Systems	
	Activities	
	Performances	
	Operations	
3	A service is a time.... Intangible experience	C
	Based	
	Bound	
	Perishable	
	Produced	
4	Profitability of manufacturing depends on exploiting..... Services	D
	Primary	
	Secondary	
	Extra	
	Value added	
5	Primary sector consists of agriculture and Activities	C
	Service	
	Fishing	
	Mining	
	Secondary	
6	Secondary sector consists of production and.... Activities	B
	Primary	
	Manufacturing	
	Tertiary	
	Forestry	
7	Service sector include all economic activities whose output is not products but..... To consumers problems	A
	Solutions	
	Requirements	
	Questions	
	Proposals	
8	Countries still in primary stage of development are based on	C
	Production	
	Operation	
	Agriculture	

	Services	
9	The predominant activity in an industrial society is production of ...	A
	Goods	
	Secondary	
	Weapons	
	Metals	
10	Service sector growth is fuelled by advancement in ---	A
	I.T	
	Electricity	
	Mining	
	Education	
11	The production development model based on technology could be called as	B
	Theory of innovation	
	Pure	
	Push	
	Pull	
	Past	
12	The development model based on customer needs is called as..... Theory of innovation	A
	Pull	
	Push	
	Past	
	Prime	
13	For... inputs are the customers themselves	C
	Factories	
	Agriculture	
	Services	
	Industries	
14	The presence of customers onsite requires attention to the ... of the service facility	A
	Physical surrounding	
	psychological surrounding	
	Emotional surrounding	
	Cognitive surrounding	
15	Services are created and Simultaneously	C
	Delivered	
	Stored	
	Consumed	
	Sorted	
16	Services operate as a System with full impact of demand on the system	B
	Closed	
	Open	
	Dual	
	Isolated	
17	Inventory control is a major problem in manufacturing ,where as the corresponding problem in services is	C

	Servicing	
	Storing	
	Queuing	
	Transporting	
18	Service is a Commodity	C
	Fragile	
	Expensive	
	Perishable	
	Exotic	
19	Customers can see and feel a product, for service customers must rely on the Of the service provider	B
	Profitability	
	Reputation	
	Advertisement	
	Publicity	
20	The participation of the customer in the service delivery system Of the service from customer to customer	B
	Quality	
	Variability	
	Heterogeneity	
	Satisfaction	
21	Services unlike goods do not result in the transfer of...	B
	Goods	
	Ownership	
	Payments	
	Information	
22	The..... Is defined as a bundle of goods and services	C
	Explicit service	
	Implicit service	
	Service package	
	Info package	
23	The physical resources that must be in place before a service can be offered is called as.....	C
	Explicit service	
	Implicit service	
	Supporting facility	
24	The ratio of labor cost to capital cost is called as..	C
	Labor productivity	
	Labor efficiency	
	labor intensity	
	Labor propensity	

25	Retailing is an example of	B
	Service factory	
	Mass service	
	Service shop	
	Professional service	
26	service dominant logic is acentered alternative for describing value creation	B
	Product	
	Service	
	Goods	
	Experience	
27	Materials consumed or purchased by the buyers are called as....	A
	Facilitating goods	
	Supporting facility	
	Implicit service	
	Explicit services	
28	The psychological benefits that consumers may sense vaguely are called as...	B
	Implicit services	
	Explicit services	
	Experiences	
	Memories	
29	Designing a service delivery system is a Process	A
	Creative	
	Internal	
	External	
	Difficult	
30	Designing a service delivery system involves issues such as location, facility design and ...	A
	Layout	
	Raw materials	
	Efficiency	
	Productivity	

Unit II- Designing the Service Enterprise

Sr. no	Question	Answer
1	The front office portion of the system is where Contact occurs	B
	Service	
	Customer	
	Manager	
	Employee	
2	Service innovation is the output of Research	B
	Basic	

	Applied	
	System	
	Natural	
3	As customers are involved in the service systems, innovations tend to be.....	A
	Evolutionary	
	Revolutionary	
	Constructive	
	Destructive	
4	Ideas for service innovations can come from customer...	B
	Satisfaction	
	Suggestions	
	Complaints	
	Grievances	
5	The people component in new service development consists both ofand customers	A
	Employees	
	Buyers	
	Sellers	
	Suppliers	
6	Customers are interested not only in price, but also in the cost of Service	A
	Acquiring	
	Delivering	
	Relating	
	Comparing	
7	Service blueprint is the first step in developing a	B
	Service layout	
	Service process	
	Service location	
	Service delivery	
8	The number and intricacy of steps in the service delivery structure is called as...	C
	Service ease	
	Service diversity	
	Service complexity	
	Service equality	
9	The amount of freedom the server has to customize the service is the degree of ...	B
	Convergence	
	Divergence	
	Innovation	
	Easiness	
10	Narrowing the scope of service by low complexity results in strategy	C

	Niche	
	Diverse	
	Focused	
	Differentiation	
11	The strategy of adding more services through high complexity leads to greater	B
	Profits	
	Market penetration	
	Cost	
	Market skimming	
12	The process of purchasing the service, the customer initiated steps ,choices and interactions the customer performs in....	C
	Line of sight	
	Line of control	
	Line of interaction	
	Line of action	
13	Processing people involves ...or geographical changes	A
	Physical	
	Chemical	
	Small	
	Regional	
14	Standardization helps to provide...in service	B
	Diversity	
	Uniformity	
	Clarity	
	Accessibility	
15	Customer participation in services increases the degree of ..research	B
	Standardization	
	Customization	
	Absorption	
	Education	
16	The suction of customer labor for personalized service is the highest level of	C
	Customization	
	Standardization	
	Co-production	
	Co-operation	
17	the perceived quality of service is determined by customer....	C
	Needs	
	Wants	
	Experience	
	Perception	

18	Face to face customized services require highlyemployees	D
	Trained	
	Skilled	
	Knowledgeable	
	All of these	
19	New service developments results in innovations that needs protection from	D
	Copying the creation	
	Government	
	Clients	
	Customers	
	Competitors	
20	Most services are characterized by an.....between a service provider and a customer	A
	Encounter	
	Contract	
	Agreement	
	Sale	
21	The interaction which defines the quality of service in the mind of the customer is called as	C
	Moment of cost	
	Moment of profit	
	Moment of truth	
	Moment of joy	
22	The service encounter triad captures the relationship between 3 parties in the....	B
	Service delivery	
	Service encounter	
	Service feedback	
	Service cost	
23	The doctor-patient encounter is an example ofdominated encounter	C
	Organizations	
	Customer	
	Contact personnel	
	System	
24	organization culture gives a distinct... to the organization	B
	Value	
	Identity	
	Shape	
	Vision	
25	Choice of Is an approach to communicate values	B
	Uniform	
	Language	

	Culture	
	Rules	
26	Values are often communicated through...	A
	Stories	
	Videos	
	Photos	
	Posters	
27	Empowered organizations invest in	D
	Plant	
	Machinery	
	Equipments	
	People	
28	Line of interaction is also called as...	A
	Service encounter	
	Service point	
	Service delivery	
	Service anchor	
29	A mode in which the customer is in physical proximity with a human service provider is called..... Encounter	B
	Technology based	
	Technology free	
	Technology assisted	
	Inventory	
Unit III- The Service Encounter		
1	Elimination of labor cost is the prime driver for....	A
	Self service	
	Client service	
	Customer service	
	Supplier service	
2	SST in service encounter stand for...	D
	Slow super track	
	Super slow track	
	Super sharp track	
	Self service technology	
3	Self service may lead to the elimination oftype of jobs	B
	Skilled	
	Unskilled	
	Managerial	
	Clerical	

4	A boundary system defines limits to employee....	D
	Beliefs	
	Attitudes	
	Culture	
	Initiative	
5	The.... System is facilitated by well articulated organizational culture	B
	Values	
	Beliefs	
	Culture	
	Attitude	
6	Services that does not meet acceptable standards are called as	C
	Slow service	
	Failed Service	
	Unacceptable service	
	Fake service	
7	Formal controls are needed to set boundaries for Behavior	B
	Ethical	
	Accepted	
	Unethical	
	Rejected	
8	The customer who maximizes value for his money is called as.....customer	C
	Real	
	Fair	
	Economizing	
	Emotional	
9	When employees perceive strong service orientation customers report.....	D
	Service	
	Low	
	Real	
	Normal	
	Superior	
10	Customers posses a variety ofthat are learned for use in different service encounters	A
	Scripts	
	Norms	
	Rules	
	Roles	
11	Customer satisfaction drives customer...	D
	Happiness	

	Feedback	
	Attitudes	
	Loyalty	
12	Service location focuses oncustomers to the site	A
	Attracting	
	Pushing	
	Signaling	
	Forcing	
13	Location also affects the service delivery...	A
	Design	
	Mode	
	Method	
	Place	
14of a location is the degree to which the service can react to change in economic situation	C
	Reliability	
	Redness	
	Flexibility	
	Rigidity	
15	Competitive positioning refers to the method by which firms establish itself relative to its.....	C
	Customers	
	Clients	
	Competitors	
	Suppliers	
16	Competitive clustering is a reaction to observed consumer behavior when they choose among....	D
	Customers	
	Suppliers	
	Clients	
	Competitors	
17	The idea to group outlets of same firm tightly in urban areas is called as.....	B
	Urban marketing	
	Saturation marketing	
	Novel marketing	
	Group marketing	
18	Centralization of back office leads to	B
	Specialization	
	Cost economies	

	Scale economies	
	Diversification	
19	A website has become a..... Location for e commerce firms	B
	Real	
	Virtual	
	New	
	Modern	
20	GIS stands for....	C
	Geo info site	
	Geo info sell	
	Geographical information system	
	Geo into system	
21	The location discussion is characterized by minimization of	C
	Space	
	Time	
	Cost	
	Profits	
22	The smaller the distance travelled by the customer the morethe system is	B
	Profitable	
	Accessible	
	Attractive	
	Famous	
23	The object while locating a retail out let is to maximize.....	A
	Profits	
	Customers	
	Inventory	
	Products	
24	David Huff developed a retail location model usingmodel	A
	Gravity	
	Relationship	
	Mode	
	Median	
25	Competitive clustering is commonly used for... goods	A
	Shopping	
	Luxury	
	Specialty	
	Niche	
26	Saturation marketing has been successful for small...	A
	Retail outlets	

	Malls	
	Markets	
	Stalls	
27	The Huff model measures attraction of a customer for a	A
	Facility	
	Product	
	Price	
	Performance	
28	David Huff developed a retail location model usingmodel	A
	Distance travelled	
	Cost	
	service	
	Profit	
29	Location decisions areintensive	A
	Capital	
	Labor	
	Machine	
	Material	
Unit III		
Sr. no	Question	Answer
1	Location sites in number of states reduces overall...	C
	Profits	
	Cost	
	Risk	
	Revenue	
2	Acquiring and holding prime locations before the market has developed can create.....barrier	B
	Cost	
	Entry	
	Exit	
	Profit	
3	Hotels cannot manipulate capacity because of fixed nature of the....	A
	Facility	
	Cost	
	Overheads	
	Design	
4	Sites located incan siphon business from each other	A
	Close proximity	
	Far locations	

	New locations	
	Old locations	
5	Locating near competition is a strategy that results in ..	B
	Loss	
	Profit	
	Cost	
	Failure	
6	The alternative to move people from one place to another is.....	B
	Transportation	
	Telecommunication	
	Customization	
	All of these	
7	Locating and getting to the website is another form of	D
	Technology	
	Business	
	Strategy	
	Distance	
8	Shared website is an example of shared....strategy	A
	Competitive clustering	
	Competitive grouping	
	Client grouping	
	Customer grouping	
9	Traffic volume on street may indicate potentialbuying	B
	Bargain	
	Impulse	
	Planned	
	None of these	
10	Existence of complimentary services increases...	B
	Cost	
	Sales	
	Competition	
	All of these	
11	Government policies like....may have an impact on site location	A
	Zoning	
	Finance	
	Insurance	
	None of these	
12	A regression model based on severalvariables can be used to forecast performance	A

	Independent	
	Dependent	
	Proxy	
	Mixed	
13	The distance that the most distant customer would have to travel to reach the facility is called as.....distance	C
	Maxmin	
	Minmin	
	Maximal	
	maxmax	
14	The cross -median approach identifies an optimal location for minimizing the total distance travelled by the....	A
	Customer	
	Competencies	
	Suppliers	
	Vendors	
15	Place orientation deals with the question of ...	B
	How I am	
	Where I am	
	What I am	
	None of these	
16	Servicescape essentially means....environment	A
	Physical	
	Psychological	
	Skyscrapers	
	All of these	
17	Service facility influences both customer and employee...	D
	Attitudes	
	Values	
	Beliefs	
	Behaviors	
18	Offices of professional service should project.....and authority	A
	Competence	
	Humor	
	Style	
	Aura	
19	Facility decisions should support the Of the organization	C
	Product	
	Service	
	Goals	

	Process	
20	Movement is an element of	B
	Ambience	
	Physiological component	
	Psychological component	
	Structural component	
21	A well conceived Servicescape will encourage an....behavior	B
	Avoidance	
	Approach	
	Normal	
	Neutral	
22	The total combined effect on all our senses defines our perception of the...	C
	Service	
	Space	
	Servicescape	
	Senses	
23	The ease of use of equipment is very important foractivities	A
	Self service	
	Remote service	
	Local service	
	None of these	
24	The Servicescape provides a.....metaphor for an organizations offering	B
	Spatial	
	Visual	
	Real	
	Virtual	
25	The Servicescape... the delivery of services	A
	Facilitate	
	Obstructs	
	Blocks	
	Delays	
26	The Servicescape can also encourage.....among customers	A
	Social interaction	
	Privacy	
	Debate	
	Discussion	
27	Service operations can be directly affected by the....of the facility	C
	Color	

	Style	
	Design	
	Process	
28	Design and layout represents the supporting facility component of the	D
	Systems	
	Process	
	Plan	
	Service package	
29	The most important constrain in designing a service facility in urban area is availability of	B
	Machines	
	Land	
	Labor	
	Material	
30	The aesthetic aspect of the design have a market affect on consumer.....and behavior	B
	Attitudes	
	Perception	
	Beliefs	
	Values	
Unit IV- Service Facility Location		
Sr no.	Question	Answer
1	Security can be enhanced in the facility through the installation of surveillance.....	A
	Cameras	
	Audios	
	Alarm	
	Points	
2	Design of a service facility may be of greatest importance when it affects community and....	D
	Customers	
	Suppliers	
	Clients	
	Environment	
3	The symbol of rectangle represents an...	A
	Operation	
	Storage	
	Flow	
	Decision	

4	The symbol of diamond represents an...	D
	Operation	
	Storage	
	Flow	
	Decision	
5	Operation is represented as....in a flow diagram	A
	Rectangle	
	Diamond	
	Triangle	
	Circle	
6	The symbol of arrow represents....	C
	Operation	
	Storage	
	Movement	
	Decision	
7	The symbol of triangle represents....	C
	Operation	
	Storage	
	Delay	
	Movement	
8	The average service time to perform an activity is called as...	A
	Cycle time	
	Wait time	
	Normal type	
	Real time	
9	The sum of all operation time consumed in performing a professional service is called as...	B
	Billable slot	
	Billable hours	
	Billable amount	
	Total Bill	
10	The arrangement of service delivery system is called as....	B
	Location	
	Layout	
	Operation	
	System	
11	The Layout allows the service to be tailored as per customer specifications	B
	Product	
	Process	

	Mixed	
	Fixed	
12	The cafeteria is an example of ...layout	A
	Product	
	Process	
	Fixed	
	Mixed	
Unit V		
Sr no.	Question	Answer
1	Professional services are an example of...layout	B
	Product	
	Process	
	Fixed	
	Mixed	
2	A university campus with different department where students can take different classes is an example of... layout	B
	Product	
	Process	
	Fixed	
	Mixed	
3	Process layout requiresemployees	A
	Skilled	
	Unskilled	
	Large number	
	Less numbers	
4	Process layout enable providingservice	B
	Standard	
	Customized	
	Fast	
	Slow	