

SERVICE MARKETING (305)

1	Service is somewhat like a	Incorrect	Correct	Somewhat Correct	None of the above	B
2	Services Marketing is an attractive field of study for India because:	Services contribute to more than half of India's GDP	Services are delivered by more than half of India's population	Services are more important than agriculture and manufacturing	All of the above	A
3	Is services are low price sensitive	Incorrect	Correct	Somewhat Correct	None of the above	B
4	Many people want BMW, only a	Need	Want	Demand	Status	C
5	Who is the father of Modern	Peter Drucker	Philip Kotler	Lester Wunderman	Abraham Maslow	B
6	In information Process type of services, informations act as	Product	Service	Information	Nothing	A
7	The service-quality model	4	3	5	6	C
8	_____ is about employees skills in serving the client.	External marketing	Internal marketing	Interactive marketing	All of the above	B
9	_____ is about the normal work of creation, pricing,	External marketing	Internal marketing	Interactive marketing	All of the above	A
10	As per service-quality model, the	Responsiveness	Reliability	Assurance	Empathy	C
11	If the customers view service as _____ they care more about price than provider.	Heterogeneous	Homogeneous	Both a and b	None of the above	B
12	During a service recovery effort, the employee was very empathetic to the customer's plight and agreed to replace the defective product. However, it took three months for the replacement product to show up	Social	Procedural	Interactional	Distributive	B
13	_____ is an example of a service where the customer typically goes to the service	Taxi Service	Credit Card Company	Theatre	House Painting	C
14	_____ has become a popular way to expand delivery of an effective service concept to multiple sites without the level of investment	Multi-site expansion	Sub-contracting	Franchising	Company-owned expansion	C

SERVICE MARKETING (305)

15	Service failures involving problematic customer include _____.	Un cooperative customers	Breaking company policies	Verbal and physical abuse	All of the above	D
16	Services that do not meet customer expectations are called:	Service failures	Critical incidents	Servuction failures	Service recovery	A
17	The moments of interaction between the customer and the service firm are called:	Service encounter	Core service	Service recovery	Gap model	A
18	What are the five principle dimensions to judge service quality?	Reliability, responsiveness, assurance, empathy, tangibles	Reliability, respect, assurance, empathy, tangibles	Reliability, responsiveness aspects, empathy, tangibles	Reliability, responsiveness, assurance, empathy, targets	A
19	The difference between desired service and the level of service considered adequate is known as	Service failures	Service Quality	Tolerance Zone	service recovery	C
20	By participating in the service delivery process,customers cocreate _____ for themselves.	Value	Needs	Economic Order	Loyalty	A
21	When a customer does not	Gap 1	Gap 2	Gap 3	Gap 4	C
22	Patients sitting in dental chairs are part of the _____ element of the services marketing mix.	People	Product	Price	Phycial Evidence	D
23	Hyatt Hotels has installed automated check-in machines at	Self Service Technology	Contributor to quality	Competitor	Recruiter	A
24	An airport with large,easily read	Place	Promotion	Price	Product	A
25	The overall goal of a customer participation strategy is to:	Determine optimal production levels	Increase customer satisfaction and productivity	Maximize word-of-mouth advertising		C

SERVICE MARKETING (305)

26	In which of the following service situations would customers have the highest level of participation?	Eating at a local barbecue restaurant	Taking self-defense classes	Traveling on an American airplane	Attending a concert	B
27	Lois Kay is an experienced baker. She has decided to bake and decorate her daughter's wedding cake instead of ordering	Self Service Technology	Contributor to quality	Competitor	Recruiter	C
28	_____ is the only revenue generating element amongst the _____	Price	Product	Place	Promotion	A
29	_____ strategy is where, price are kept lower than its _____	Skimming	Penetration	Value Price	Market Leader Price	B
30	The hierarchy-of-effects model contains awareness, knowledge, _____	Cognitive Response	Preference	Interest	Attitude	B

