

UNIVERSITY OF CALICUT
School of Distance Education

SERVICE MARKETING (MARKETING)

M.COM (2018 Admn.)

IV SEMESTER – ELECTIVE IV

MULTIPLE CHOICE QUESTIONS

1. Service marketing become difficult because of
 - a. Intangibility
 - b. No demand
 - c. More complex market
 - d. Difficult to enter market
2. Service are characterized by all of the following characteristics except for
 - a. Intangibility
 - b. Homogeneity
 - c. Perishability
 - d. Inseparability
3. Green marketing is a part of
 - a. Social marketing
 - b. Service marketing
 - c. Relationship marketing
 - d. Rural marketing
4. Customer satisfaction can be defined by comparing
 - a. Predicted service and perceived service
 - b. Predicted service and desired service
 - c. Desired service and perceived service
 - d. Adequate service and perceived service
5. Which of the following is not a service?
 - a. Insurance
 - b. Mail delivery
 - c. Medical checkup
 - d. None of these
6. A buyer's perception of value is considered a trade-off between
 - a. Product value and psychic cost
 - b. Total customer value and total customer cost
 - c. Image value & monetary cost
 - d. Service value and monetary cost
7. Solutions used to minimize the marketing problems attributed to heterogeneity include
 - a. Standardizing the service
 - b. Using multi-site location
 - c. Stressing tangible clues
 - d. None of these
8. Which of the following is not a objectives of service marketing?
 - a. Promoting customer satisfaction
 - b. Building trust
 - c. Establish uniform price
 - d. None of these
9. Which of the following is not included in seven Ps of the marketing mix given by Booms and Bitner?
 - a. Process
 - b. People
 - c. Politics
 - d. Physical evidence

10. The following is not ways in which intangibility can be overcome
- a. Visualization
 - b. Association
 - c. Documentation
 - d. Situation
11. SLEPT stands for
- a. Social, Legal, Economic, Political, Technological
 - b. Social, Legal, Environmental, Political, Technological
 - c. Social, Legal, Environmental, physical, Technological
 - d. Social, Legal, Economic, Physical, Technological
12. People have to physically present themselves so that they become immersed within the service process. This type of service process is referred to as
- a. Possession processing
 - b. Physical processing
 - c. People process
 - d. None of these
13. Which of the following is not one of the service process?
- a. Physical evidence
 - b. People processing
 - c. Possession processing
 - d. Information processing
14. This is when customers visit the service facility so that they are personally involved through the service delivery process
- a. Low-contract service
 - b. High contract service
 - c. Medium contract service
 - d. Information processing service
15. Is based on the idea that customer expectations of the service they will receive shape their perception of the actual service encounter.
- a. Service action
 - b. Service satisfaction
 - c. Service recovery
 - d. Service quality
16. An approach that encompasses a wide range of relationships, not just with customers, but also those that organizations develop with suppliers, regulators, government, competitors, employees, and others, is referred to as
- a. Relationship marketing
 - b. Market exchange
 - c. Service failure
 - d. Shared responsibility
17. When there is little or no personal contract between customer and service provider. This is classified as
- a. Low-contract service
 - b. Medium-contract service
 - c. High-contract service
 - d. Intense-contract service
18. Select the name of the country having maximum percent of GDP attributed to service
- a. United states
 - b. China
 - c. Germany
 - d. India
19. Which of the following is not an element of physical evidence?
- a. Employee dress
 - b. Employee training
 - c. Equipment
 - d. Facility design
20. is deference between customer expectations and perception.
- a. Customer delight
 - b. Customer satisfaction
 - c. Customer gap
 - d. Supplier gap
21. Is defined as the caring, individualized attention that the firm provides its customers
- a. Empathy
 - b. Responsiveness
 - c. Sympathy
 - d. Assurance
22. 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

23. SSTs stands for
- a. Stable Service Technologies
 - b. Social Service Technologies
 - c. Smart Service Technologies
 - d. Self Service Technologies
24. are the only service distributors which do not require direct human interaction
- a. Electronic channels
 - b. SSTs
 - c. Direct service channels
 - d. Speculative channels
25. Intangibility, perishability, inseparability & variability are the characteristics of
- a. Product
 - b. Service
 - c. Goods
 - d. Both A&B
26. Banking is the example of
- a. Production services
 - b. Business services
 - c. Consumer services
 - d. Govt. provided services
27. Medical treatment with ayurvedic massage is an example of
- a. Production services
 - b. Business services
 - c. Consumer services
 - d. Govt. provided services
28. There is a close link between and brand loyalty
- a. Social class
 - b. Habits
 - c. Perception
 - d. None of above
29. are those qualities that buyers evaluate before purchase
- a. Search qualities
 - b. Experience qualities
 - c. Credence qualities
 - d. None of above
30. are those characteristics that buyer evaluate the characteristics after the purchase
- a. Search qualities
 - b. Experience qualities
 - c. Credence qualities
 - d. None of the above
31. Sustainable marketing can also be characterized as the third age of
- a. Planned obsolescence
 - b. Green marketing
 - c. Pollution
 - d. Recycling
32. Which one of the following stages of the marketing research process is most expensive?
- a. Data analysis
 - b. Data collection
 - c. Developing the research plan
 - d. Report writing
33. Which of the following included in economic factors?
- a. Age
 - b. Demographic
 - c. Ethnicities
 - d. GDP
34. Expand PESTEL
- a. Political, Economic, Social, Terminological, Environmental & Legal
 - b. Political , Environmental, Social, Terminological, Economical, Legal
 - c. Political, Economic, Social, Technological, Environmental & Legal
 - d. Political, Environmental, Social, Technological, Economical, Legal
35. Which one of them not included in SERVQUAL model dimensions?
- a. Reliability
 - b. Empathy
 - c. Assurance
 - d. Intangibility
36. Services that do not meet customer expectations are called
- a. Service failures
 - b. Critical incidents
 - c. Servuction failures
 - d. Service recovery
37. Which of the following is not one of the five dimensions that is measured by the SERVQUAL scale?
- a. Tangibles
 - b. Employee satisfaction
 - c. Responsiveness
 - d. Assurance

38. SERVQUAL dimension that measures consumer views that reflect the security of the firm's operation is the dimension
- a. Tangibles
 - b. Employee satisfaction
 - c. Responsiveness
 - d. Assurance
39. is example of a service where the customer typically goes to the service organization
- a. House painting
 - b. A credit card company
 - c. A taxi services
 - d. The theatre
40. Perception of performance – expectation gives us
- a. Customer motivation
 - b. Customer service
 - c. Customer satisfaction
 - d. Customer performance
41. Service cannot be stored. This describes the Characteristic of services
- a. Variability
 - b. Intangibility
 - c. Inseparability
 - d. Inconsistency
42. describes the employees skill in serving the client
- a. Internal marketing
 - b. External marketing
 - c. Interactive marketing
 - d. Relationship marketing
43. If a firm is practicing the firm is training and effectively motivating its customer-contract 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
44. According to parasuraman, Zeithml and Berry, the most important determinate of service quality
- a. Responsiveness
 - b. Reliability
 - c. Assurance
 - d. Empathy
45. is the tool for simultaneously depicting the service process, the point of customer contract and the evidence of the service from the customer point of view
- a. Front of planning
 - b. Service blue printing
 - c. Service standardization
 - d. None of these
46. Service is delivered within the marketing environment. The macro environment can be analyzed using which of the following tools?
- a. SWOT
 - b. PEST
 - c. TOWS
 - d. None of these
47. Servicescape refers to
- a. Service landscape
 - b. Service factory
 - c. Place where the service is delivered
 - d. Beautiful landscape
48. Service sector comes under which sector of the economy?
- a. Primary
 - b. Secondary
 - c. Tertiary
 - d. None of these
49. Value-added service means
- a. Additional services
 - b. Better value at a premium
 - c. Costlier services
 - d. Better value at a discount
50. Which one is the reason behind the growth of services
- a. Rapid urbanization
 - b. Changing role of women
 - c. IT revolution
 - d. All of the above

51. A Is a form of product that consist of activities, benefits or satisfaction offered for sale that are essentially intangible and do not result in ownership of anything?
a. Goods b. Needs c. Wants d. Services
52. describes the employees skill in serving the client
a. Internal marketing b. External marketing
c. Communicating d. Service marketing
53. Which of the following is not generally accepted as being part of the extended marketing mix for service?
a. Product b. Price c. Practice d. place
54. In the service system, customers may specify their needs and expectations to the service provider, such expectations are called?
a. Feed back b. Feed forward
c. Both A&B d. None of these
55. Which of the following is not an element of physical evidence ?
a. Motivation b. Team work
c. Customer training d. Flow of activities
56. Added features to an offering are called service features?
a. Perceived b. Primary
c. Secondary d. Expected
57. The service a customer expects are called service package?
a. Perceived b. Primary
c. Secondary d. Expected
58. is the physical surroundings or the physical facility where the service is produced, delivered and consumed
a. Service space b. Service place
c. Service escape d. Service scope
59. Servicescape model is developed by
a. Booms & Bitner b. A parasuraman
c. Len Berry d. Philp kotler
60. Service marketing emerged as a separate field of study in the
a. Early 2000's b. Early 1990's
c. Early 1980's d. None of these
61. Who created the PESTL framework?
a. Booms & Bitner b. Philip kotler
c. Francis Aguilar d. Len Berry
62. between what was expected and what is perceived
a. Service gap b. Supplier gap c. Customer gap d. Customer satisfaction
63. Which is the largest outsourcing country in the world?
a. China b. USA c. Germany d. India
64. Which of the following laws requires that employers offer continuation of health care insurance after a person leave employment?
a. COBRA b. ERISA c. HIPAA d. State insurance statute
65. A person injured in a motor vehicle accident will have health care expenses paid by
a. Social insurance programs b. Auto insurance
c. Employment-based insurance d. Works compensation insurance

66. Successful service companies focus their attention on both their customer and their employees. They understand, which links service firm profits with employee and customer satisfaction.
- a. Internal marketing
 - b. Service profit chains
 - c. Interactive marketing
 - d. Service marketing
67. In the absence of a physical product, service providers needs to consider the use of that enable customers to make a judgment on the service quality.
- a. Tangible clues
 - b. Intangible clues
 - c. Blue print
 - d. Performance measure
68. Internal marketing deals with
- a. Marketing the products to employees
 - b. Marketing the in the local market
 - c. Marketing the products inside the country
 - d. Identifying and taking care of employees needs & wants
69. In order to improve the process and performance of the company towards the customers, they should try to
- a. Modernize the building
 - b. Modernize the product
 - c. Reduce the waiting time by adopting the reservation system
 - d. Asking customers to come another time
70. Managing the peak demand becomes difficult due to nature
- a. Intangibility
 - b. Perishability
 - c. Inseparable
 - d. Heterogeneous
71. Which financial institution regulates the insurance products in India?
- a. IRDA
 - b. IDRA
 - c. IRAD
 - d. IADR
72. In effective target, marketers should focus on
- a. Market segmentation
 - b. Market targeting
 - c. Marketing positioning
 - d. All the above
73. The companies that targets market very narrowly is called
- a. Mass marketing
 - b. Segmented marketing
 - c. Niche marketing
 - d. Micro marketing
74. Branding is concerned with component of four 'P'.
- a. Promotion
 - b. Product
 - c. Place
 - d. Price
75. is the process of evaluating each market segment's attractiveness and selecting one more segment to enter
- a. Mass marketing
 - b. Market segmentation
 - c. Market targeting
 - d. Market positioning
76. Another word for complete segmentation is
- a. Macro marketing
 - b. Micro marketing
 - c. Niche marketing
 - d. Mass marketing
77. Micro marketing includes
- a. Segment marketing and niche marketing
 - b. Mass marketing and demographic marketing
 - c. Local marketing and individual marketing
 - d. Individual marketing self marketing

78. is any direct interaction between a service provider and customers
- a. Service encounter
 - b. Service Gap
 - c. Service quality
 - d. Supplier Gap
79. SERVQUAL model was developed and implemented by the
- a. Valarie Zeithamal
 - b. A Parasuraman
 - c. Leonard Berry
 - d. All of these
80. is a diagram/ map that visualize a service offering accurately
- a. Service blueprint
 - b. Service action
 - c. Service recovery
 - d. None of these
81. Service blueprint first introduce by
- a. Len Berry
 - b. Booms & Bitner
 - c. Philip kotler
 - d. G.Lynn shostack
82. To introduce the new products to world of consumers is the main goal of
- a. Entertainment
 - b. Advertising
 - c. Boost the sales
 - d. Online marketing
83. Advertisement is a type of
- a. Outdoor marketing
 - b. Indirect marketing
 - c. Share marketing
 - d. Relationship marketing
84. The extended Ps of service marketing mix is
- a. People, product, place
 - b. Price, physical evidence, promotion
 - c. Physical evidence, process, People
 - d. Product, process, physical environment
85. What is the basic property of a service which makes it different from a product?
- a. Shape
 - b. Size
 - c. Very expensive
 - d. Intangibility
86. The solution to price competition is to develop a differentiated
- a. Product, price and promotion
 - b. Offer, delivery & image
 - c. Package & label
 - d. International website
87. Which of the following is a key building lasting relationship with consumers?
- a. Price of the product
 - b. Need recognition
 - c. Customer satisfaction
 - d. Quality of product
88. are the services which are connected to the period to which the product are purchased from the seller
- a. Tangible service
 - b. Intangible service
 - c. Professional service
 - d. None of these
89. The term marketing refers to
- a. New product concepts and improvement
 - b. Advertising and promotion activities
 - c. A philosophy that stresses customer values & satisfaction
 - d. Planning sales campaigns
90. Which of the following takes place at retailers end?
- a. Promotion
 - b. Placing
 - c. Pricing
 - d. Exchange
91. If the customers views service as They care more about price than provider.
- a. Heterogeneous
 - b. Homogeneous
 - c. Both A & B
 - d. None of the above
92. Holistic marketing for services demands
- a. External marketing
 - b. Internal marketing
 - c. Interactive marketing
 - d. All of the above

93. Is about the normal work of creation, pricing, distribution, and promotion of service to customers.
- a. External marketing
 - b. Internal marketing
 - c. Interactive marketing
 - d. All of the above
94. is about motivating and training employees to serve customers well
- a. External marketing
 - b. Internal marketing
 - c. Interactive marketing
 - d. All of the above
95. The service-quality model identifies..... gaps that result in unsuccessful delivery.
- a. 4
 - b. 3
 - c. 5
 - d. 6
96. As per service-quality model, the capacity to complete the promised service accurately and dependably is
- a. Responsiveness
 - b. Reliability
 - c. Assurance
 - d. Empathy
97. As per service quality model, the willingness to assist customer and offer prompt service is
- a. Responsiveness
 - b. Reliability
 - c. Assurance
 - d. Empathy
98. At customer service interface, company intends to manage a relationship with a customer through
- a. Technology
 - b. People
 - c. Both a & b
 - d. None of the above
99. Service firms can increase quality control by
- a. Making investment in good hiring
 - b. Standardize the service performance process
 - c. Monitor customer satisfaction
 - d. All of the above
100. Digital marketing is often referred to as
- a. Online marketing
 - b. Internet marketing
 - c. Web marketing
 - d. All of the above

Answer Key

1	a	21	a	41	d	61	c	81	d
2	b	22	d	42	d	62	a	82	b
3	c	23	d	43	b	63	d	83	b
4	c	24	a	44	b	64	a	84	c
5	d	25	b	45	b	65	b	85	d
6	b	26	b	46	b	66	b	86	b
7	a	27	c	47	c	67	a	87	c
8	d	28	b	48	c	68	d	88	a
9	c	29	a	49	a	69	c	89	c
10	d	30	b	50	d	70	b	90	d
11	a	31	b	51	d	71	a	91	b
12	c	32	b	52	b	72	c	92	d
13	a	33	d	53	c	73	d	93	a
14	b	34	c	54	b	74	b	94	b
15	d	35	d	55	d	75	c	95	c
16	a	36	a	56	c	76	b	96	b
17	a	37	b	57	b	77	c	97	a
18	a	38	d	58	c	78	a	98	c
19	b	39	d	59	a	79	d	99	d
20	c	40	c	60	c	80	a	100	d

**Prepared by : Sri: Muneer M,
Assistant Professor,
Hi.Tech Arts & Science College,
Vattoli.**