

SERVICE MARKETING
M.COM IV SEM ELECTIVE: MC4E(M)04

MULTIPLE CHOICE QUESTIONS

1. 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 the ownership of anything?
a. Service b. Demand c. Need d. Physical object
2. All of the following are examples of service except;
a. Banking b. Hotels and motels c. Tax preparation d. Computer software
3. Distinct characteristics of services is ?
a. Intangible b. Inseparability c. Variability d. Perishability
4. The services a customer expects are calledservices package?
a. Expected b. Augmented c. Primary d. Secondary
5. Added features to an offering are called service features?
a. Perceived b. Secondary c. Expected d. Augmented
6. Intangibility, perishability, inseparability, and variability are the characteristics of :
a. Products b. Services c. Goods d. Both 'a' and 'b'
7. are the only service distributors which do not require direct human interactions?
a. Electronic channels c. Direct service channels
b. SSTS d. Speculative channels
8. 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
9. is defined as the caring, individualised attention that the firm provides its customers .
a. Empathy b. Responsiveness c. Sympathy d. Assurance
10. Which of the following is not a element of people?
a. Motivation b. Team work c. Customer training d. Flow of activities
11. Which of the following is not an element of physical evidence?
a. Employees dress c. Equipment
b. Employees training d. Facility design

12. In the service system, customers may specify their needs and expectations to the service provider, such expectations are called?
- a. Feedback b. Feed forward c. Both 'a' and 'b' d. None of these
13. Which of the following is not generally accepted as being part of the extended marketing mix for services?
- a. Product b. Price c. Process d. Practice
14. Services cannot be stored. This describes the characteristic of services?
- a. Intangibility b. Variability c. Inconsistency d. None of the above
15. describes the employees skills in serving the client.
- a. Internal marketing c. Interactive marketing
b. External marketing d. Communicating market

ANSWER KEY

1.a 2.d 3.a 4.c 5.b 6.b 7.a 8.c 9.d 10.d 11.b 12.b 13.d 14.c 15.c

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