

IAT 1. Services Marketing, 18MBAMM303

Duration: 1 hr, 15/9/2020, 12:00 pm to 1:00 pm

Instructions: Answer all the questions.

First 30 questions will be Multiple Choice Questions (30 Questions x 1 M = 30 M)

Question no's 31 to 34, Short Answer type (04 Questions x 5 M = 20 M).

Total marks: 50.

1. Name

2. USN

3. Semester

4. CMRIT Email Id

5. 1) Service is....

Mark only one oval.

Deeds

Process

Performance

All the above

6. 2) Production of service and consumption is simultaneous means....

Mark only one oval.

- Intangible
- Inseparable**
- Both
- None

7. 3) Heterogeneity means

Mark only one oval.

- Unevenness**
- Evenness
- Both unevenness and evenness
- None

8. 4) Inconsistency in service means

Mark only one oval.

- Variation No
- variation**
- Both
- None

9. 5) External marketing deals with

Mark only one oval.

- Company and customers**
- Customers to customers
- Customer to company All
- the above

10. 6) Internal Marketing means...

Mark only one oval.

- Company and Employees**
- Company and customers
- Customer to customer None
- of the above

11. 7) Interactive marketing means...

Mark only one oval.

- Customer and employees
- Employees to employees
- Employees and Owner
- All the above**

12. 8) How many P's in service marketing

Mark only one oval.

4

5

6

7

13. 9) First Gap in service marketing between

Mark only one oval.

Company and customer

Customer to customer

Both are correct

None of these

14. 10) Second Gap is between.....

Mark only one oval.

Service design and standards gap

Customer and standard gap

Both are true

None of these

15. 11) Communication Gap

Mark only one oval.

- Not matching performance to promise**
- Not matching with proper infrastructure
- All the above
- None

16. 12) Search concerned with...

Mark only one oval.

- Determines before purchase**
- Determines after purchase
- Both
- None

17. 13) Experience deals with.....

Mark only one oval.

- Post purchase**
- Pre purchase
- Both
- None

18. 14) Credence quality means...

Mark only one oval.

- Possible to experience**
- Impossible to experience
- Both
- None

19. 15) Word of Mouth means...

Mark only one oval.

- Customer to customer**
- Employee to customer
- Both
- None

20. 16) Service encounter....

Mark only one oval.

- Its interaction with employee**
- Complaint submission
- Both
- None
-

21. 17) Zone of tolerance means....

Mark only one oval.

- Willing to accept variation**
- Not ready to accept variation
- Screaming at service personnel
- None of these

22. 18) Service evidence concerned with

Mark only one oval.

- People, process, physical environment**
- Only price
- All the above
- None

23. 19) Inadequate marketing orientation concerned with..

Mark only one oval.

- Insufficient marketing research
- Research not focused on service quality
- Inadequate use of marketing research
- All the above**

24. 20) Lack of upward communication concerned with..

Mark only one oval.

- Lack of interaction between management and customers
- Insufficient communication between employees and managers**
- Too many layers between contact personnel and top management
- None of the above

25. 21) Inadequate service recovery deals with

Mark only one oval.

- Lack of encouragement to listen to customer complaints**
- Succeed to make appropriate mechanisms to handle failures
- Both are correct
- Both are wrong

26. 22) Complaint solicitation deals with...

Mark only one oval.

- Identify and attend to dissatisfied customers
- Identify common service failure points**
- Both are correct
- Both are wrong

27. 23) Critical incident studies concerned with.....

Mark only one oval.

- Identifying best practices**
- Identify customer requirements for study
- Identify common service failure points
- None of the above

28. 24) Relationship surveys deals with

Mark only one oval.

- Monitoring and tracking service performance
- To asses overall company performance with that of competition
- Determine links between satisfaction and behavioral intentions
- All of the above**

29. 25) Mystery shopping concerned with

Mark only one oval.

- Done by hired individual
- Disguised as customer and visit service delivery company**
- Identifies strengths and weaknesses of service provider.
- None of the above

30. 26) Goals of relationship marketing are

Mark only one oval.

- Getting, satisfying, retaining and enhancing relationship with customers
- Expanding market share
- Both are correct**
- Both are False

31. 27) Financial bonds are...

Mark only one oval.

- Volume and frequency rewards
- Bundling and cross selling
- Stable pricing
- None of the above**

32. 28) Social bonds concerned with

Mark only one oval.

- Continuous relationship, personal relationship**
- Segmenting, targeting and positioning
- Both are related
- Both the points are irrelevant.
-

33. 29) Customization bonds meant for

Mark only one oval.

- customer intimacy only
- Mass customisation
- Anticipation and innovation
- All of the above**

34. 30) Structural bonds deals with...

Mark only one oval.

- Integrated information system
- Joint investments
- Shared processes and equipments
- None of the above**

35. 31) Take telecommunication industry as example, identify GAPS and suggestions fill the gap

Students can discuss the Airtel, Jio, VI as examples.

36. 32) Make a strategy to increase the business revenue of tourism industry in Karnataka.

Taking Kerala tourism as example students are expected to plan.

37. 33) Predict the upcoming trend in education service, and suggest strategies for an education institute to sustain and grow.

Online counseling, online test, online admission are to be discussed.

38. 34) Discuss how to increase the footfall for a hotel.

Novel ideas w.r.t hotel services are expected from students.

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