

Internal Assessment Test - I

Sub:	Services Marketing	Code:	18MBAMM303
Date:	15/9/2020	Duration:	60 mins
		Max Marks:	50
		Sem:	III
		Branch:	MBA

		Marks	OBE		
			CO	RBT	
Part A - Answer all the questions (30 * 1 = 15 marks)					
1	Service is..... a. Deeds. b. Process. c. Performance. d. All the above.	1	2		
2	Production of service and consumption is simultaneous means.... a. Intangible. b. Inseparable. c. Both a & b are correct. d. None.	1	2		
3	Heterogeneity means.... a. Unevenness. b. Evenness. c. Both unevenness and evenness. d. None.	1	2		
4	Inconsistency in service means... a. Variation. b. No variation. c. Both a & b are correct. d. None.	1	2		
5	External marketing deals with..... a. Company and customers, b. Customers to customers, c. Customer to company, d. All the above.	1	2		
6	Internal Marketing means..... a. Company and Employees. b. Company and customers. c. Customer to customer. d. None of the above.	1	2		
7	Interactive marketing means... a. Customer and employees. b. Employees to employees. c. Employees and Owner. d. All the above..	1	2		
8	How many P's in service marketing... a. 4 b. 5 c. 6 d. 7	1	2		
9	First Gap in service marketing between a. Company and customer. b. customer to customer. c. Both a & b are correct. d. None of these.	1	2		
10	Second Gap is between..... a. Service design and standards gap.	1	2		

	<ul style="list-style-type: none"> b. Customer and standard gap. c. Both a & b are true. d. None of the above.
11	<p>Communication Gap concerned with...</p> <ul style="list-style-type: none"> a. Not matching performance to promise. b. Not matching with proper infrastructure. c. All the above. d. None.
12	<p>Search concerned with...</p> <ul style="list-style-type: none"> a. Determines before purchase. b. Determines after purchase. c. Both a & b are true. d. None.
13	<p>Experience deals with.....</p> <ul style="list-style-type: none"> a. Post purchase. b. Pre purchase. c. Both a & b are true. d. None.
14	<p>Credence quality means...</p> <ul style="list-style-type: none"> a. Possible to experience. b. Impossible to experience. c. Both. d. None.
15	<p>Word of Mouth concerned with.....</p> <ul style="list-style-type: none"> a. Customer to customer b. Employee to customer. c. Both a & b are correct. d. None.
16	<p>Service encounter....</p> <ul style="list-style-type: none"> a. Its interaction with employee. b. Complaint submission. c. Both a & b are correct. d. None.
17	<p>Zone of tolerance means....</p> <ul style="list-style-type: none"> a. willing to accept variation. b. Not ready to accept variation. c. Screaming at service personnel. d. None of these.
18	<p>Service evidence concerned with...</p> <ul style="list-style-type: none"> a. People, process, physical environment. b. Only price. c. All the above. d. None.
19	<p>Inadequate marketing orientation concerned with.....</p> <ul style="list-style-type: none"> a. Insufficient marketing research. b. Research not focused on service quality. c. Inadequate use of marketing research. d. All the above.
20	<p>Lack of upward communication concerned with.....</p> <ul style="list-style-type: none"> a. Lack of interaction between management and customers. b. Insufficient communication between employees and managers. c. Too many layers between contact personnel and top management. d. None of the above.
21	<p>Inadequate service recovery deals with...</p> <ul style="list-style-type: none"> a. Lack of encouragement to listen to customer complaints. b. Succeed to make appropriate mechanisms to handle failures. c. Both a & b are correct. d. Both a & b are wrong
22	<p>Complaint solicitation deals with....</p> <ul style="list-style-type: none"> a. Identify and attend to dissatisfied customers. b. Identify common service failure points. c. Both a & b are correct. d. Both a & b are wrong.

1	2
1	2
1	2
1	2
1	2
1	3
1	3
1	3

Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1:	Understand the basics of taxation and process of computing residential status.	1a,b,c 2a,b,c 3a,b,c				
CO2:	Calculate taxable income under different heads				4	
CO3:	Understand deductions and calculation of tax liability of Individuals.					
CO4:	Know the corporate tax system.					

Cognitive level	KEYWORDS
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship

CCI

HOD

Scheme

Q.No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
	a	b	c	c	b	d	d	b	b	b	c	c	a	c	a	b	d	b	c	b	a	b

