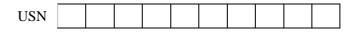
CMR INSTITUTE OF TECHNOLOGY





## Internal Assessment Test - I

Sub:	Services Marketin	Code:	18MBAMM303							
Date:	15/9/2020	Branch:	MBA	MBA						
								<u> </u>		
										OBE
								Madra		
								Marks	СО	RBT
	Part A - A	Answer all t	he questi	ons (30 * 1 =	15 ma	arks)				
1	Service is								1	2
	a. Deeds.									
	<ul><li>b. Process.</li><li>c. Performance.</li></ul>									
	d. All the above.									
2	Production of servi	ce and consu	mption is	simultaneous	means	S			1	2
	a. Intangible.									
	<ul><li>b. Inseparable.</li><li>c. Both a &amp; b are</li></ul>	e correct								
	d. None.	o correct.								
3	Heterogeneity mea	ıns							1	2
	a. Uneveness.									
	<ul><li>b. Eveness.</li><li>c. Both unevenne</li></ul>	ess and evennes	20							
	d. None.	ess and evenine.								
4	Inconsistency in se	ervice means	S						1	2
	a. Variation.									
	<ul><li>b. No variation.</li><li>c. Both a &amp; b are</li></ul>	ocrrect								
	d. None.	confect.								
5	External marketing	g deals with.							1	2
	a. Company and									
	<ul><li>b. Customers to c</li><li>c. Customer to c</li></ul>									
	<ul><li>c. Customer to co</li><li>d. All the above.</li></ul>									
6	Internal Marketing								1	2
	a. Company and									
	b. Company and									
	<ul><li>c. Customer to cond.</li><li>d. None of the about</li></ul>									
7	Interactive marketi							=	1	2
	a. Customer an	-	s.							_
		to employees								
	c. Employees									
	d. All the above									
8	How many P's in service	e marketing							1	2
	a. 4 b. 5									
	c. 6									
	d. 7									
9	First Gap in servic		between						1	2
	a. Company and									
	<ul><li>b. customer to cu</li><li>c. Both a &amp; b are</li></ul>									
	<ul><li>c. Both a &amp; b are</li><li>d. None of these.</li></ul>									
10	Second Gap is between							_	1	2
	a. Service design	and standards	gap.							

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

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

22			
23	Critical incident studies concerned with		
	a. Identifying best practices.		
	b. Identify customer requirements for study.		
	c. Identify common service failure points.		
	d. None of the above.		
24	Relationship surveys deals with		
	a. Monitoring and tracking service performance.		
	b. To asses overall company performance with that of competition.		
25	d. All of the above		
25	Mystery shopping concerned with		
	a. Done by hired individual.		
	b. Disguised as customer and visit service delivery company.		
	c. Identifies strengths and weaknesses of service provider.		
	d. None of the above.		
26	Goals of relationship marketing are		
_0	a. Getting, satisfying, retaining and enhancing relationship with customers.		
	b. Expanding market share.		
	d. Both a & b are False.		
27	Financial bonds are		
	a. Volume and frequency rewards.		
	b. Bundling and cross selling.		
	c. Stable pricing.		
	d. None of the above.		
28	Social bonds concerned with		
20			
	b. Segmenting, targeting and positioning.		
	c. Both are related.		
	d. Both the points are irrelevant.		
29	Customization bonds meant for		
	a. customer intimacy only.		
	b. Mass customisation.		
	c. Anticipation and innovation.		
	d. All of the above.		
30	Structural bonds deals with		
30			
	a. Integrated information system.		
	b. Joint investments.		
	c. Shared processes and equipments.		
	d. None of the above.		
31	Take telecommunication industry as example, identify GAPS and suggestions fill the gap		
32	Make a strategy to increase the business revenue of tourism industry in Karnataka.		
	·		
33	Predict the upcoming trend in education service, and suggest strategies for an education		
	institute to sustain and grow.		
34	Discuss how to increase the footfall for a hotel.		
J <del> T</del>	Discuss now to increase the footian for a noter.		
		1	

	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	С	С	b	d	d	b	b	b	С	С	a	С	a	b	d	b	С	b	a	b