

Services Marketing. 18MBAMM303. IAT 2

Second IAT. First 30 Questions x 1 Mark = 30 M, Last 04 Questions x 5 marks. Total: 50 Marks

* Required

1. USN

2. 1) Hard customer defined standards are... *

1 point

Mark only one oval.

- Can be counted, Timed, Observed**
- Difficult to Count, Timed and Observed
- Table, chairs
- None of the above

3. 2) Honor your promise is... *

1 point

Mark only one oval.

- Soft standard**
- Hard standard
- Perception
- None of the above

4. 3) Soft customer defined standard connected to... * 1 point

Mark only one oval.

- Perceptions and Beliefs**
- Right on time
- Never on time None
- of the above

5. 4) Offensive marketing strategy means... * 1 point

Mark only one oval.

- Maintaining old clients
- Acquiring new clients**
- Upselling
- Cross selling

6. 5) Defensive Marketing means * 1 point

Mark only one oval.

- Keeping existing customers**
- Least bothered about customers
- Fighting with customers
- None of the above

7. 6) Excess demand means.. *

1 point

Mark only one oval.

- Demand exceeds maximum capacity**
- Demand is not upto the mark
- Supply is more
- Supply and demand are equal

8. 7) Excess capacity means... *

1 point

Mark only one oval.

- Demand is below optimum capacity**
- Demand is above optimum capacity
- Demand and capacity matches None of
- the above

9. 8) Four common types of constraints facing services are... *

1 point

Mark only one oval.

- Time, Labor, Equipment, Facilities
- Product, Price, Place and Promotion
- People, Process, Product, Price**
- None of the above

10. 9) Yield management means... *

1 point

Mark only one oval.

- Increasing sales
- Reducing price
- Producing best possible financial return**
- Producing products

11. 10) How many basic waiting line strategies are there.. *

1 point

Mark only one oval.

- Three**
- Two
- Five
- Four

12. 11) Urgency of the job means... *

1 point

Mark only one oval.

- Customers with the most urgent need may be served first**
- Customers with least urgency
- Customers travel a lot
- Customer ready to travel
-

13. 12) Poor service design deals with *

1 point

Mark only one oval.

- Vague, undefined service design**
- Defined service design
- Well defined services
- None of the above

14. 13) Absence of customer defined standards means... *

1 point

Mark only one oval.

- Absence of formal process for setting goal**
- Presence of formal process
- Absence of service executives
- Presence of service executives

15. 14) Inappropriate physical evidence means... *

1 point

Mark only one oval.

- Inadequate maintenance and updating of the servicescape**
- Adequate maintenance of servicescape
- Physical evidence not important
- None of the above
-

16. 15) Importance of customer means... *

1 point

Mark only one oval.

- Priority to customer who spends large amount.**
- Priority to lady customer
- Priority to kids None
- of the above

17. 16) Who are called as boundary spanners.. *

1 point

Mark only one oval.

- Production employees
- Back office employees
- Frontline employees**
- Top management

18. 17) Boundary spanners roles are.. *

1 point

Mark only one oval.

- Segmenting
- Targetting
- Positioning
- Understanding, filtering, interpreting information from organization to external world.**
-

19. 18) Emotional labour concerned with... *

1 point

Mark only one oval.

- Expressing socially desired emotions during servicer transactions...**
- No sympathy
- No empathy
- None of the above

20. 19) Person Vs Role Conflict means *

1 point

Mark only one oval.

- Conflict between employees and employees
- Boundary spanners conflict between what they are asked to do and their own personality**
- Conflict between employees and managers
- None of the above

21. 20) Organization Vs Client Conflict means *

1 point

Mark only one oval.

- Conflict between Customer and Customer
- Conflict between managers
- Conflict between two bosses and individual customer**
- None of the above

22. 21) Client Vs Client conflict means... *

1 point

Mark only one oval.

- Conflict between manager and client
- Conflict between manager and manager
- Conflict between client and client**
- None of the above

23. 22) Quality Vs Productivity means... *

1 point

Mark only one oval.

- Effective and efficient**
- Only Effective
- Only efficient
- None of the above

24. 23) Example for Direct channels.. *

1 point

Mark only one oval.

- McDonald
- Airtel
- Doctor's Clinic**
- All the above

25. 24) GAP 3 deals with... *

1 point

Mark only one oval.

- Company and customer
- Company perception about consumer expectations and Customer driven service design**
- Customer driven service design and service delivery
- All the above

26. 25) Poor service design means...

1 point

Mark only one oval.

- Vague, undefined service designs**
- Well defined service design
- Related to poor customer
- None of the above

27. 26) Leapfrog competitors..is example for *

1 point

Mark only one oval.

- Defensive marketing strategy
- Offensive marketing strategy**
- Flak positioning
- Position defense

28. 27) Guerilla marketing strategy means... *

1 point

Mark only one oval.

- Unconventional marketing**
- Conventional marketing Rural
- marketing
- None of the above

29. 28) Preemptive defense means... *

1 point

Mark only one oval.

- Attack when enemy attacks
- Attack before enemy starts its offense**
- Never attack enemy
- None of the above

30. 29) Counter-Offensive Defense means.. *

1 point

Mark only one oval.

- Responding to competitor's head-on attack**
- Not responding to competitor
- Thinking to attack immediately
- All of the above

31. 30) Contraction Defense means... *

1 point

Mark only one oval.

- Countering for enemy strategy
- Withdraw from the vulnerable segment**
- Expanding business
- All of the above

32. 31) Explain emotion labour, with suitable example

Hospitality services can be explained by students.

33. 32) Discuss hard and soft standards with suitable example.

Out institution infrastructure and teaching, placement practices can be discussed.

34. 33) Discuss the challenges of matching supply and demand in capacity.

Uncertain challenges can be discussed

35. 34) Explain Yield management by considering hotel as example.

Discuss about experience and its impact.

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