

IAT 3. Services marketing, 18MBAMM303.

14/12/2020

2:00 pm to 3:00 pm. Question from 1 to 30, each carry 1 mark $1 \times 30 = 30$ m. Questions from (Descriptive type of questions) 31-34 carries 5 M each, 4×5 M = 20. Total marks = 50 M.

* Required

1. Name *

2. USN *

3. Sem *

4. CMRIT Email ID *

5. 1) Key reason for GAP 4 is... *

1 point

Mark only one oval.

- Sales executive
- Marketing executive
- Communication**
- None.

6. 2) Lack of integrated marketing communication means.. *

1 point

Mark only one oval.

- Using social media
- Not using social media
- Not including interactive marketing communication plans.**
- None

7. 3) Ineffective management of customer expectations means... *

1 point

Mark only one oval.

- Not managing customer expectations through all forms of communication.**
- Managing expectations effectively.
- Home delivery.
- None.

8. 4) Overpromising means... *

1 point

Mark only one oval.

- Over promising in advertising.**
- Promising while selling service
- Never promising while delivering service.
- None

9. 5) Horizontal communication means... *

1 point

Mark only one oval.

- Sitting each other and talking.
- Communication between advertising and operations.
- Communication between customer and customer.**
- None.

10. 6) Inappropriate pricing means... *

1 point

Mark only one oval.

- High prices that raise customer expectations.
- No pricing strategy.
- Low pricing strategy.
- None.**

11. 7) Manage services promise means ... *

1 point

Mark only one oval.

- Managing whatever sales people has promised.**
- Not managing promises.
- No promising at all.
- None.
-

12. 8) Managing customer expectation means... *

1 point

Mark only one oval.

- No choices.
- Make realistic promises.**
- No service guarantee.
- None.

13. 9) Manage customer education means... *

1 point

Mark only one oval.

- Not prepare customer for service process.
- Prepare customer for service process.**
- Non conformance to performance.
- None

14. 10) Internal communication deals with... *

1 point

Mark only one oval.

- Firms must match service delivery with promise.**
- Not matching delivery and promise.
- Social media marketing.
- None.

15. 11) Penetration pricing means... *

1 point

Mark only one oval.

- Low price initially.**
- High price initially.
- Stable pricing always.
- None

16. 12) Market segmentation pricing means... *

1 point

Mark only one oval.

- Same price for all segments.
- Different prices for different segments.**
- Stable pricing.
- None.

17. 13) Price discounting deals with... *

1 point

Mark only one oval.

- Decrease cost and stay competitive.**
- Stay competitive by increasing price.
- Keep increasing price.
- None.

18. 14) Loss leadership pricing deals with... *

1 point

Mark only one oval.

- Selling product below to market cost.**
- Selling product above market cost.
- Selling products by keeping constant price.
- None.

19. 15) Bundled pricing means... *

1 point

Mark only one oval.

- Selling lower price by placing several products or services together in a single package.**
- Selling products at higher price.
- Selling products at lower price.
- None.

20. 16) Physical evidence means... *

1 point

Mark only one oval.

- Environment in which service is delivered.**
- Segmentation.
- Consumer behaviour.
- None.

21. 17) Servicescape means ... *

1 point

Mark only one oval.

- Human elements in environment where service is delivered.**
- Non-human elements of the environment in which service encounter occur.
- Brand matters.
- None.

22. 18) Physical facility means... *

1 point

Mark only one oval.

- Tangibles.**
- Intangibles.
- Process.
- None

23. 19) Physical evidence means... *

1 point

Mark only one oval.

- Facility exterior, facility interior.**
- Retail sales
- consumer durables
- None

24. 20) Service blueprint means... *

1 point

Mark only one oval.

- Which portrays the service system**
- Which portrays the knowledge of customer.
- Which portrays the knowledge of retailer.
- None

25. 21) Self-service related to.. *

1 point

Mark only one oval.

- ATM**
- Telephone company service
- Insurance company service
- None

26. 22) Package (service) connected with.. *

1 point

Mark only one oval.

- Influences perceptions.**
- Never influences perceptions.
- Satisfaction.
- None.
-

27. 23) Socializing in service means ... *

1 point

Mark only one oval.

- Facilitates interaction between customers, employees and fellow customers.**
- Facilitates interaction between marketer and distributor.
- Facilitates the direct marketing.
- None.

28. 24) Differentiator means... *

1 point

Mark only one oval.

- Sets service provider apart from competition.**
- Similar kind of service as of competitor.
- Service as same as others None.
-

29. 25) Work cross functional means.. *

1 point

Mark only one oval.

- Work with same department.
- Work with other companies.
- Work with other departments.**
- None.
-

30. 26) Stimulus in service delivery concerned with... * 1 point

Mark only one oval.

- Environment**
- Parking place
- Valet parking
- None.

31. 27) Environment dimension deals with * 1 point

Mark only one oval.

- Ambience, space, signs**
- People
- Process
- None

32. 28) Holistic environment contains. * 1 point

Mark only one oval.

- Employees, customer, servicescape**
- Only employees
- Only customers
- None
-

33. 29) Multi dimensional environment deals with .. *

1 point

Mark only one oval.

- Process.
- Stimulus, consumer, employees.**
- CRM.
- None.

34. 30) Re-positioning deals with *

1 point

Mark only one oval.

- Trying to get a current target segment to take another look at service.**
- Trying not to buy again same service.
- Trying to refer someone to purchase.
- None.

35. 31) Explain guidelines for physical evidence strategy. *

Target market, competitor strategies need to be discussed

36. 32) Explain the role of servicescape. *

Considering Airtel service showroom students can explain

37. 33) Explain different pricing strategies which can be used in hotel industry. *

By considering local, star hotels pricing strategies to be discussed

38. 34) Explain key reasons for GAP 4. *

By taking education institute as example students can explain reason for GAP4.

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