

# National Testing Agency

**Question Paper Name:** Course in Special Services Marketing in India 10th November 2019 Shift 1  
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## Course in Special Services Marketing in India

**Group Number :** 1  
**Group Id :** 70959783  
**Group Maximum Duration :** 0  
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**Revisit allowed for view? :** No  
**Revisit allowed for edit? :** No  
**Break time:** 0  
**Group Marks:** 100

## Course in Special Services Marketing in India

**Section Id :** 70959784  
**Section Number :** 1  
**Section type :** Online  
**Mandatory or Optional:** Mandatory  
**Number of Questions:** 100  
**Number of Questions to be attempted:** 100  
**Section Marks:** 100  
**Display Number Panel:** Yes  
**Group All Questions:** No

**Sub-Section Number:** 1  
**Sub-Section Id:** 70959793  
**Question Shuffling Allowed :** Yes

**Question Number : 1 Question Id : 7095978242 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**  
**Correct Marks : 1 Wrong Marks : 0**

A major chunk of India's service exports mainly come from \_\_\_\_\_ sector.

- 1) Agriculture
- 2) IT & ITES
- 3) Automobile
- 4) Textile

Question Number : 2 Question Id : 7095978243 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Ordinary shareholders are the \_\_\_\_\_ of the company.

- 1) Creditors
- 2) legal owners
- 3) Advisors
- 4) All of the options

Question Number : 3 Question Id : 7095978244 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is one of the most central constituents of the marketing mix of services.

- 1) Promotion
- 2) Distribution
- 3) Supply
- 4) Circulation

Question Number : 4 Question Id : 7095978245 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is merely a useful tool for helping us to decide what the key factors in the marketing environment are?

- 1) TEST
- 2) BEST
- 3) PEST
- 4) NEST

Question Number : 5 Question Id : 7095978246 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The basic need of the bank is to acquire \_\_\_\_\_ from the consumers.

- 1) documents
- 2) funds
- 3) signature
- 4) address

Question Number : 6 Question Id : 7095978247 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The shares which are issued to the founders or the promoters of the company are termed as \_\_\_\_\_ shares

- 1) Sweat Equity
- 2) Deferred
- 3) Ordinary
- 4) All of the options

Question Number : 7 Question Id : 7095978248 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Indian banking industry is governed by \_\_\_\_\_.

- 1) The Banking regulation Act of 1947
- 2) The Banking regulation Act of 1948
- 3) The Banking regulation Act of 1949
- 4) The Banking regulation Act of 1950

Question Number : 8 Question Id : 7095978249 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is maintained through advertising that focuses on image, product attributes, service, or other features of the company and its products or services.

- 1) Presentation
- 2) Public relation
- 3) Brand equity
- 4) All of the options

Question Number : 9 Question Id : 7095978250 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Touring to get away from day to day routine work, refreshing mind is \_\_\_\_\_ tourism.

- 1) Cultural
- 2) Health
- 3) Joyful
- 4) Recreational

Question Number : 10 Question Id : 7095978251 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is a powerful tool which is used perfectly by the bank to attain its goals and objectives.

- 1) Personal selling
- 2) Advertisement
- 3) Product launch
- 4) Announcement

Question Number : 11 Question Id : 7095978252 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The expansion of Nbfcs is \_\_\_\_\_.

- 1) Non-banking financial companies
- 2) National banking financial companies
- 3) North banking financial companies
- 4) National banking financial corporation

Question Number : 12 Question Id : 7095978253 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

It is the contribution of \_\_\_\_\_ that influence the business of insurance organizations and their profitability.

- 1) banks
- 2) policyholders
- 3) government
- 4) policies

Question Number : 13 Question Id : 7095978254 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

India companies that are in Joint ventures with MNC's, witness from close quarters the various ..... that their foreign partner had incorporated in their business.

- 1) Best practices and innovative approaches
- 2) Strategies and tactics
- 3) Technologies
- 4) Patented processes

Question Number : 14 Question Id : 7095978255 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

ANOVA \_\_\_\_\_.

- 1) Analysis of Variance
- 2) Analysis of Variable
- 3) Analysis of Variety
- 4) Analysis of Value

Question Number : 15 Question Id : 7095978256 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The payments from the insured are called \_\_\_\_\_.

- 1) bill payment
- 2) loan repayment
- 3) premiums
- 4) service payment

Question Number : 16 Question Id : 7095978257 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ also focuses on promoting the services in a creative way that informs senses and motivates the users to manage healthy living conditions and minimising the possibilities of illness or ailments.

- 1) product marketing
- 2) insurance marketing
- 3) Social marketing
- 4) All of the options

Question Number : 17 Question Id : 7095978258 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There has been an ever increasing need of new innovative ideas and revolutionary measures in the banking system due to \_\_\_\_\_.

- 1) globalisation
- 2) privatisation
- 3) institutions
- 4) illiteracy

Question Number : 18 Question Id : 7095978259 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Indian firms while going global have to be mindful of the local \_\_\_\_\_ and have to honour and respect them.

- 1) Politicians and judges
- 2) Practices and customs
- 3) Police and Army
- 4) Flora and fauna

Question Number : 19 Question Id : 7095978260 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The study of changes in population dynamics in economies is termed to be a study of \_\_\_\_\_ changes.

- 1) Demographic
- 2) Economic
- 3) Social
- 4) Cultural

Question Number : 20 Question Id : 7095978261 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ was first observed by Cox and Good in 1967 as a collection of procedures and methods for the regular planned analysis and presentation of information for use in making marketing decisions.

- 1) Marketing Information System
- 2) Management Information system
- 3) Decision support system
- 4) Transaction Processing system

Question Number : 21 Question Id : 7095978262 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The marketing mix consists of which four areas?

- 1) Product, price, profit and promotion
- 2) Product, profit, promotion and provision
- 3) Product, promotion, potential and profit
- 4) Product, price, place and promotion

Question Number : 22 Question Id : 7095978263 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is a major contributor to the national integration process of the country as well as preserver of natural and cultural environments.

- 1) Travel and Tourism sector
- 2) Transport sector
- 3) Sales sector
- 4) Marketing sector

Question Number : 23 Question Id : 7095978264 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is to eliminate products or product lines to thin out their product lines that as they contribute little to profits

- 1) Product Contraction
- 2) Product expansion
- 3) Product Repositioning
- 4) Product Modification

Question Number : 24 Question Id : 7095978265 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

IRDA stands for

- 1) Indian Regulatory & Development Authority
- 2) Insurance Regulatory & Development Authority
- 3) Insurance Regulatory & Deciding Authority
- 4) Insurance Regulatory & Development Application

Question Number : 25 Question Id : 7095978266 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Government of India has launched \_\_\_\_\_ enabled by electronic travel authorisation (ETA) to 43 countries.

- 1) tourist view on arrival (TVoA)
- 2) technological visa on arrival((TVoA)
- 3) tourist visa on arrival (TVoA)
- 4) temporary visa on arrival (TVoA)

Question Number : 26 Question Id : 7095978267 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ has played multiple roles due to the necessity for data storage, modification and retrieval.

- 1) Nano technology
- 2) Information technology
- 3) Financial technology
- 4) All of the options

Question Number : 27 Question Id : 7095978268 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

DSA stands for

- 1) Direct Saving Agency
- 2) Direct Selling Agents
- 3) Direct Selling Administration
- 4) Direct Saving Agent

Question Number : 28 Question Id : 7095978269 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The concept of "Marketing Mix was coined by \_\_\_\_\_

- 1) Mr. James Gulliton
- 2) Prof. Rudar
- 3) Prof. Neil Borden
- 4) Prof. Mintzberg

Question Number : 29 Question Id : 7095978270 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The \_\_\_\_\_ environment is the external environment of the organization.

- 1) Minor
- 2) Major
- 3) Micro
- 4) Micro and Major

Question Number : 30 Question Id : 7095978271 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is a process to divide and subdivide the market into small categories so that the process of identification of the changing expectations of users becomes easier.

- 1) Transformation
- 2) Segmentation
- 3) Division
- 4) Marking

Question Number : 31 Question Id : 7095978272 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



By \_\_\_\_\_ mix, the focus is on the services generated by hospitals

- 1) product mix
- 2) price mix
- 3) promotion mix
- 4) fee mix

Question Number : 32 Question Id : 7095978273 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The \_\_\_\_\_ has been making continuous efforts to make India a front-runner in the age of Information revolution.

- 1) IT Department
- 2) Electronics Department
- 3) Ecommerce Department
- 4) Department of Electronics and Information Technology

Question Number : 33 Question Id : 7095978274 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a characteristic of education service

- 1) Intangibility
- 2) Tangibility
- 3) Perishability
- 4) Inseparability

Question Number : 34 Question Id : 7095978275 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The important reason for growth of service is \_\_\_\_\_ resulting in movement of people from rural to urban areas.

- 1) Migration
- 2) Inflation
- 3) Economic growth
- 4) Development

Question Number : 35 Question Id : 7095978276 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The principle of marketing plays an important role in attaining

- 
- 1) Organizational objectives
  - 2) Economical benefits
  - 3) Customer attraction
  - 4) Organizational benefits

Question Number : 36 Question Id : 7095978277 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In Insurance companies, \_\_\_\_\_ helps in meeting all costs such as claims costs, administrative costs, cost of obtaining the financial capital.

- 1) policies
- 2) premium
- 3) interest
- 4) commission

Question Number : 37 Question Id : 7095978278 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Tourism is called Medical Tourism when

- 1) Medical students go on tour.
- 2) The tourists visit the hospital as a centre of attraction.
- 3) A person visits another country with an intention of receiving medical care.
- 4) A tourist promotion scheme is active.

Question Number : 38 Question Id : 7095978279 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to US Government's \_\_\_\_\_, "Establishments primarily providing a wide variety of services for individuals, business and government establishments and other organizations, hotels are included."

- 1) Standard Industrial Classification
- 2) Services Industrial Class
- 3) Services Industrial Classification
- 4) Standard Industrial Catalogue

Question Number : 39 Question Id : 7095978280 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_emphasizes on personal selling to push the product through these channels.

- 1) Pull strategy
- 2) Push strategy
- 3) Meeting
- 4) Presentation

Question Number : 40 Question Id : 7095978281 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical  
Correct Marks : 1 Wrong Marks : 0

The \_\_\_\_\_ is organized feedback process of marketing communication

- 1) Internal reporting
- 2) DSS
- 3) Marketing intelligence
- 4) MIS

Question Number : 41 Question Id : 7095978282 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical  
Correct Marks : 1 Wrong Marks : 0

India has become a medical tourism hot spot,

- 1) due to increased airline services.
- 2) due to increased telecom services.
- 3) due to favourable tourism policy of the Govt. of India.
- 4) due to the selection of highly skilled doctors and improved medical infrastructure.

Question Number : 42 Question Id : 7095978283 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical  
Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_facilitates face-to-face contact with the target customers.

- 1) Sponsoring Events
- 2) Personal selling
- 3) Press releases
- 4) Word of Mouth

Question Number : 43 Question Id : 7095978284 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical  
Correct Marks : 1 Wrong Marks : 0

Tourism is \_\_\_\_\_ industry

- 1) Small
- 2) Huge
- 3) Multi-Segment
- 4) Potential

Question Number : 44 Question Id : 7095978285 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Professionals in healthcare sector need to gauge the changing \_\_\_\_\_  
profile of different users of services.

- 1) Income
- 2) Educational
- 3) Physiological
- 4) Behavioural

Question Number : 45 Question Id : 7095978286 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Pricing decision in entertainment industry also needs to consider

- 1) Expenses incurred
- 2) The nature and types of services offered by them
- 3) Government taxes
- 4) Return on investment

Question Number : 46 Question Id : 7095978287 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the promotional process, AIDA stands for

- 1) Attention, Interest, Desire and Action
- 2) Attention, Information, Desire and Action
- 3) Attention, Interest, Dedication and Action
- 4) Attention, Interest, Desire and Application

Question Number : 47 Question Id : 7095978288 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If I wanted the refund, I had to go back to the store the next day. This is the example of

- 1) Fair service recovery
- 2) Unfair service standard
- 3) No complaint handling
- 4) Expected service standard

Question Number : 48 Question Id : 7095978289 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

By taking out insurance cover, an individual:

- 1) Converts the possibility of large loss to certainty of a small one
- 2) Transfers the risk to someone else
- 3) Reduces the risk of an accident
- 4) Eliminates the cost of an accident

Question Number : 49 Question Id : 7095978290 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The accommodation in the tourism industry does not include

- 1) Cottages
- 2) Haveli
- 3) Historic heritages
- 4) Old palaces

Question Number : 50 Question Id : 7095978291 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The management committee of a university decides the fee structure for various services, after considering

- 1) Number of universities offering the course
- 2) Importance of course
- 3) Demand of the course
- 4) Time required to complete the course

Question Number : 51 Question Id : 7095978292 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is the technique for simultaneously depicting the service process, points of contact and evidence of service

- 1) Bench marking
- 2) Flowcharting
- 3) Blue printing
- 4) All of the options

Question Number : 52 Question Id : 7095978293 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Media service covers MICE happening across the world. Here, MICE means:

- 1) Major Information Confrontation Extension
- 2) Meetings, Incentives, Conferences, Events
- 3) Mutually Inclusive Cumulative Event
- 4) Major Information Communication Exhibition

Question Number : 53 Question Id : 7095978294 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following would be considered a major element of the promotional mix?

- 1) Marketing research and reporting
- 2) Personal selling
- 3) Product design
- 4) Negotiating a distribution channel

Question Number : 54 Question Id : 7095978295 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

RFID stands for

- 1) Rapid Frequency Identification
- 2) Response Frequency Identification
- 3) Radio Frequency Identification
- 4) Response Frequently Ideologies

Question Number : 55 Question Id : 7095978296 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is not a part of 7 P's of Services Marketing.

- 1) Product
- 2) People
- 3) Promotion
- 4) Premium

Question Number : 56 Question Id : 7095978297 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The display of the \_\_\_\_\_ advertisement type is for long period.

- 1) Television
- 2) Hoardings
- 3) News Papers and Magazines
- 4) Brochures and Pamphlets

Question Number : 57 Question Id : 7095978298 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The \_\_\_\_\_ of a product mix means the number of variants a company offers through each of its product line.

- 1) length
- 2) depth
- 3) width
- 4) consistency

Question Number : 58 Question Id : 7095978299 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A study in the Indian context, for management education, reveals that \_\_\_\_\_ is one of the criteria applied by students while choosing between institutions.

- 1) The name of the institution
- 2) The management of the institution
- 3) Infrastructure facilities of the institute
- 4) All of the options.

Question Number : 59 Question Id : 7095978300 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ mainly includes newspapers and magazines.

- 1) Broadcasting media
- 2) Entertainment media
- 3) Print Media
- 4) None of the options

Question Number : 60 Question Id : 7095978301 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The pricing in insurance is in the form of \_\_\_\_\_.

- 1) capital invested
- 2) investment percentage
- 3) premium rates
- 4) All of the options

Question Number : 61 Question Id : 7095978302 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

We consider \_\_\_\_\_, a potential source for world peace through mutual appreciation and international understanding.

- 1) tourism
- 2) Production
- 3) Finance
- 4) Sales

Question Number : 62 Question Id : 7095978303 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The approved hotels have official stamp of \_\_\_\_\_

- 1) Ministry of Tourism
- 2) Local governing
- 3) Administrating body
- 4) None of the options

Question Number : 63 Question Id : 7095978304 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In olden days the Shishya used to stay at 'Ashram' at \_\_\_\_\_.

- 1) Gurukul
- 2) Playground
- 3) School
- 4) Remote place

Question Number : 64 Question Id : 7095978305 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



\_\_\_\_\_ for calculation purpose is a device attached to the T.V.set in a few thousand viewers' houses, for judging purposes.

- 1) Cable Connection
- 2) TRP
- 3) DTH
- 4) None of the options

Question Number : 65 Question Id : 7095978306 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to Gronroos, Service quality can be classified as

- 1) Internal and External Quality
- 2) Technical and Functional Quality
- 3) Goods and service quality
- 4) All of the options

Question Number : 66 Question Id : 7095978307 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the four service provider gaps can be closed in the marketing function alone?

- 1) Gap 1
- 2) Gap 2
- 3) Gap 3
- 4) Gap 4

Question Number : 67 Question Id : 7095978308 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The management of \_\_\_\_\_, insurance personnel, development officers and brokers play a key role to provide the quality service.

- 1) students
- 2) people
- 3) agents
- 4) senior citizens

Question Number : 68 Question Id : 7095978309 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Service Performance Gap is caused due to the \_\_\_\_\_ between service communication to customers describing the service delivered.

- 1) Difference
- 2) Similarity
- 3) No association
- 4) Dependence

Question Number : 69 Question Id : 7095978310 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ refers to use of data-driven analytics to determine who, how, and where are their customers.

- 1) Data Charts
- 2) Data Graphs
- 3) Data Analytics
- 4) Web Analytics

Question Number : 70 Question Id : 7095978311 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Perception of infeasibility is the

- 1) Customer Gap
- 2) Understanding Gap
- 3) Providers Gap
- 4) All of the options

Question Number : 71 Question Id : 7095978312 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

“An MkIS is a computerized system that is designed to provide an organized flow of information to enable and support the marketing activities of an organization” was told by \_\_\_\_\_.

- 1) Harmon in 2003
- 2) Hewlett in 2003
- 3) Hamlet in 2003
- 4) Harvard in 2003

Question Number : 72 Question Id : 7095978313 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ shopping is the method, in which outside research companies are used by the service organization who send people posing as customers in order to judge the service quality.

- 1) Customer
- 2) Mystery
- 3) Interesting
- 4) Fake

Question Number : 73 Question Id : 7095978314 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Life insurance came in India, with the establishment of the Oriental Life Insurance Company in\_\_\_\_\_.

- 1) Goa
- 2) Mysore
- 3) Delhi
- 4) Calcutta

Question Number : 74 Question Id : 7095978315 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

As per Melvyn Greene, the ultimate aim of marketing is to establish

- \_\_\_\_\_.
- 1) Ethical Environment
  - 2) Morals and Values
  - 3) Brand
  - 4) Brand Loyalty

Question Number : 75 Question Id : 7095978316 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a recent trend in education marketing?

- 1) Developing mobile application
- 2) Cold calling
- 3) Placing Hoardings at public places
- 4) Providing freebies

Question Number : 76 Question Id : 7095978317 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

It is the responsibility of the \_\_\_\_\_ to impart and inculcate social values and ethical dimensions, commitment towards national excellence and many more areas.

- 1) viewers
- 2) government
- 3) customers
- 4) entertainment industry

Question Number : 77 Question Id : 7095978318 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A number of \_\_\_\_\_ have setup representative offices in India and have also tied up with various asset management companies.

- 1) local insurance companies
- 2) private insurance companies
- 3) foreign investment companies
- 4) foreign insurance companies

Question Number : 78 Question Id : 7095978319 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Gap model of service quality is given by

- 1) Gronroos
- 2) Stanton
- 3) Kotler
- 4) PZB

Question Number : 79 Question Id : 7095978320 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The process of comparing performance with the industry and world's best is known as

- 1) Flowcharting
- 2) Blueprinting
- 3) Bench marking
- 4) Bone diagram

Question Number : 80 Question Id : 7095978321 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ of 1950 abolished Principal Agencies.

- 1) The Insurance Amendment Act
- 2) Indian Life Assurance Companies Act
- 3) General Insurance Business (Nationalisation) Act
- 4) Indian Insurance Companies Act

Question Number : 81 Question Id : 7095978322 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The cause and effect diagram is called as

- 1) fishbone diagram
- 2) frog diagram
- 3) bird diagram
- 4) flow diagram

Question Number : 82 Question Id : 7095978323 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ Gap is caused because of Management's failure to develop performance specifications reflecting customer's expectations.

- 1) Marketing
- 2) Standards
- 3) Service Performance
- 4) Communication

Question Number : 83 Question Id : 7095978324 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Tourists are NOT

- 1) Persons travelling for pleasure, health and domestic reason.
- 2) Persons arriving in the course of sea cruise.
- 3) Persons travelling for business purposes.
- 4) Persons passing through a country without stopping.

Question Number : 84 Question Id : 7095978325 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Political Market research includes \_\_\_\_\_.

- 1) Polls and focus groups
- 2) Product survey
- 3) Consumer behavior
- 4) Testing market

Question Number : 85 Question Id : 7095978326 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Today, the \_\_\_\_\_ have a large reach and presence in India.

- 1) private insurers
- 2) nationalized insurers
- 3) foreign insurers
- 4) All of the options

Question Number : 86 Question Id : 7095978327 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ in India has registered an explosive growth in last two decades making it one of the fastest growing industries in India.

- 1) Fashion industry
- 2) Television industry
- 3) Entertainment industry
- 4) Film industry

Question Number : 87 Question Id : 7095978328 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

One of the Step in Planning a Political Campaign is \_\_\_\_\_

- 1) Consumer Behavior
- 2) Channels Research
- 3) Collection or arranging of funds
- 4) Image and Awareness Building

Question Number : 88 Question Id : 7095978329 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ internal communication leads to understanding customer expectations, changing trends and challenges faced by the employees.

- 1) Horizontal and vertical
- 2) Vertical
- 3) Horizontal
- 4) Neither horizontal nor vertical

Question Number : 89 Question Id : 7095978330 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Product mix for entertainment industry requires combination of:

- 1) Price
- 2) Profit
- 3) Ancient and modern culture
- 4) Personal selling

Question Number : 90 Question Id : 7095978331 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ surveys are the surveys of existing customers to measure their satisfaction with the total product provided by a company

- 1) Perception
- 2) Expectation
- 3) Vender
- 4) Observation

Question Number : 91 Question Id : 7095978332 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In Political marketing \_\_\_\_\_ are the consumers.

- 1) Leaders
- 2) Voters
- 3) People
- 4) Politicians

Question Number : 92 Question Id : 7095978333 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Customer \_\_\_\_\_ is the hierarchy of the customer types depicting their differences and intensity of loyalty

- 1) Pyramid
- 2) Loyalty
- 3) Decay
- 4) Expectation

Question Number : 93 Question Id : 7095978334 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A measure of how a company or organisation's total product performs in relation to a set of customer expectations is called \_\_\_\_\_

- 1) Customer loyalty
- 2) Repeat customer
- 3) Customer satisfaction
- 4) Customer opinion

Question Number : 94 Question Id : 7095978335 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The components of political product are \_\_\_\_\_ which are forwarded by politicians.

- 1) Policy proposals
- 2) Price
- 3) Quality
- 4) All of the options

Question Number : 95 Question Id : 7095978336 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The print media like newspaper and magazines, broadcast media and the telecast media are taking the responsibility of creating \_\_\_\_\_.

- 1) mass awareness
- 2) mass creativity
- 3) mass entertainment
- 4) mass preferences

Question Number : 96 Question Id : 7095978337 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Customer \_\_\_\_\_ in services is because of Gap between expectations and experiences. and it causes irrevocable damage to the company.

- 1) Loyalty
- 2) Decay
- 3) Expectation
- 4) Perception

Question Number : 97 Question Id : 7095978338 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



Concept of technical quality is given by

- 1) Gronroos
- 2) Stanton
- 3) Kotler
- 4) PZB

Question Number : 98 Question Id : 7095978339 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The pricing issues across channel levels includes \_\_\_\_\_

- 1) Predatory pricing
- 2) Deceptive pricing
- 3) Price fixing
- 4) None of the options

Question Number : 99 Question Id : 7095978340 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In politics, it is about getting the sense of society's requirements, problem and coming up with \_\_\_\_\_ for them.

- 1) products
- 2) services
- 3) solutions
- 4) money

Question Number : 100 Question Id : 7095978341 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The fifth Gap in the Model is called as

- 1) service Gap
- 2) standard Gap
- 3) communication Gap
- 4) regular Gap