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National Testing Agency

Question Paper Name :	Special Services Marketing in India 26th March 2021 Shift2
Subject Name :	Special Services Marketing in India
Creation Date :	2021-03-26 20:01:33
Duration :	180
Number of Questions :	100
Total Marks :	100
Display Marks:	Yes

Special Services Marketing in India

Group Number :	1
Group Id :	512452236
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Special Services Marketing in India-1

Section Id :	512452924
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	100

Number of Questions to be attempted :	100
Section Marks :	100
Mark As Answered Required? :	Yes
Sub-Section Number :	1
Sub-Section Id :	5124521089
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 51245220035 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

- 51245266439. 1
- 51245266440. 2
- 51245266441. 3
- 51245266442. 4

Question Number : 2 Question Id : 51245220036 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The recommendations of which committee paved the way for establishment of IRDA as the regulator for Indian insurance sector?

1. Goiporia Committee
2. Jalan Committee
3. Malhotra Committee
4. Vaghul Committee

Options :

- 51245266443. 1
- 51245266444. 2
- 51245266445. 3
- 51245266446. 4

Question Number : 3 Question Id : 51245220037 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

- 51245266447. 1
- 51245266448. 2
- 51245266449. 3
- 51245266450. 4

Question Number : 4 Question Id : 51245220038 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The ____ is concerned with universalisation of elementary education, achieving full adult literacy, laying down of National Policy on Education, meeting needs of secondary and higher education for all, etc..

- 1. Ministry of Finance
- 2. Ministry of Global Development
- 3. Ministry of Health
- 4. Ministry of Human Resource Development

Options :

- 51245266451. 1
- 51245266452. 2
- 51245266453. 3
- 51245266454. 4

Question Number : 5 Question Id : 51245220039 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In today's context, _____ has also become a powerful tool for reaching audiences.

- 1. Internet technology
- 2. Seminar
- 3. Meeting
- 4. Presentation

Options :

- 51245266455. 1
- 51245266456. 2
- 51245266457. 3
- 51245266458. 4

Question Number : 6 Question Id : 51245220040 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Sales promotion is usually targeted towards

- 1. The ultimate consumer or media
- 2. Members of the marketing channel or advertising agencies
- 3. Direct mail clients or retailers
- 4. Consumer or members of the company

Options :

- 51245266459. 1
- 51245266460. 2

51245266461. 3

51245266462. 4

Question Number : 7 Question Id : 51245220041 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The ____ economy creates, disseminates, and uses knowledge to enhance its growth and development.

1. Services
2. Education
3. Knowledge
4. Health

Options :

51245266463. 1

51245266464. 2

51245266465. 3

51245266466. 4

Question Number : 8 Question Id : 51245220042 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

51245266467. 1

51245266468. 2

51245266469. 3

51245266470. 4

Question Number : 9 Question Id : 51245220043 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Life insurance came in India from _____ in the year 1818.

1. United States (US)
2. United Kingdom (UK)
3. Europe
4. Japan

Options :

- 51245266471. 1
- 51245266472. 2
- 51245266473. 3
- 51245266474. 4

Question Number : 10 Question Id : 51245220044 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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. Reputation of the institute
4. All of the above

Options :

- 51245266475. 1
- 51245266476. 2
- 51245266477. 3
- 51245266478. 4

Question Number : 11 Question Id : 51245220045 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In Indian education following is valued most:

1. Infrastructure
2. Playground
3. Teacher
4. Library

Options :

- 51245266479. 1
- 51245266480. 2
- 51245266481. 3
- 51245266482. 4

Question Number : 12 Question Id : 51245220046 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Economic liberalization resulted in radical changes in ____ sector

1. Primary
2. Agriculture
3. Services
4. Transportation

Options :

- 51245266483. 1
- 51245266484. 2
- 51245266485. 3
- 51245266486. 4

Question Number : 13 Question Id : 51245220047 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____is a non-paid form of communication.

1. News Papers and Magazines
2. Mouth Publicity
3. Television
4. Brochures and Pamphlets

Options :

- 51245266487. 1
- 51245266488. 2
- 51245266489. 3
- 51245266490. 4

Question Number : 14 Question Id : 51245220048 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

- 51245266491. 1
- 51245266492. 2
- 51245266493. 3
- 51245266494. 4

Question Number : 15 Question Id : 51245220049 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Education in its broadest sense is act or experience that has a ____ effect on the mind, character or physical ability of an individual.

1. Transformative
2. Formative
3. Non-formative
4. Non-Transformative

Options :

- 51245266495. 1
- 51245266496. 2
- 51245266497. 3
- 51245266498. 4

Question Number : 16 Question Id : 51245220050 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

____ segment includes different price level, discounts given, allowances, commission to agents, payment terms, consumers perceived value etc.

1. Product Mix
2. Price Mix
3. Place Mix
4. Physical Evidence mix

Options :

- 51245266499. 1
- 51245266500. 2
- 51245266501. 3
- 51245266502. 4

Question Number : 17 Question Id : 51245220051 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Gross enrollment ratio (GER) is still lower in _____

1. Secondary Education
2. Primary Education
3. Higher Education
4. Lower Education

Options :

- 51245266503. 1
- 51245266504. 2
- 51245266505. 3
- 51245266506. 4

Question Number : 18 Question Id : 51245220052 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

According to Carman and Uhi, buyers of products (goods) have an opportunity to see, touch, hear, smell or taste them before they buy. Hence ____ complicates the task of decision makers in case of services.

1. Intangibility
2. Marketing
3. Price
4. All of the above

Options :

- 51245266507. 1
- 51245266508. 2
- 51245266509. 3
- 51245266510. 4

Question Number : 19 Question Id : 51245220053 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The process by which insurance or any business firms engage in product expansion, modification, and repositioning by introducing new products to sustain and increase markets to take the advantage of growing markets, is ____.

1. Product Contraction
2. Product Expansion
3. Product Repositioning
4. Product Modification

Options :

- 51245266511. 1
- 51245266512. 2
- 51245266513. 3
- 51245266514. 4

Question Number : 20 Question Id : 51245220054 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The PR tools do NOT include

1. Publicity through the media
2. Event sponsorship
3. Interview
4. Brochures and other publicity material

Options :

- 51245266515. 1
- 51245266516. 2
- 51245266517. 3
- 51245266518. 4

Question Number : 21 Question Id : 51245220055 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

NPM stand for_____

1. National Process Management
2. New People Management
3. New Public Management
4. Node Package Management

Options :

51245266519. 1

51245266520. 2

51245266521. 3

51245266522. 4

Question Number : 22 Question Id : 51245220056 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Hospital / Healthcare organizations have to play a major role in creating _____ about health

1. Capacity
2. Strength
3. Awareness
4. Challenges

Options :

51245266523. 1

51245266524. 2

51245266525. 3

51245266526. 4

Question Number : 23 Question Id : 51245220057 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

For each product or group of products, a board will be constituted with experts in that particular discipline called as the _____.

1. Board of Experts
2. Experts Committees Board
3. Education Board
4. Board of Studies

Options :

- 51245266527. 1
- 51245266528. 2
- 51245266529. 3
- 51245266530. 4

Question Number : 24 Question Id : 51245220058 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

If we fail to sell the services, it is lost not only for today but even for the future. This is pointed by the _____ feature of services.

1. Perishability
2. Quality
3. Price
4. Tangibility

Options :

- 51245266531. 1
- 51245266532. 2
- 51245266533. 3
- 51245266534. 4

Question Number : 25 Question Id : 51245220059 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The promotional decisions need more _____ which has led entertainment organisations using different components of promotion

1. viewers
2. creativity
3. customers
4. expenses

Options :

- 51245266535. 1
- 51245266536. 2
- 51245266537. 3
- 51245266538. 4

Question Number : 26 Question Id : 51245220060 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ bank/banks fall under scheduled banks.

1. Commercial and Co-operative
2. Commercial only
3. Co – Operative only
4. Private

Options :

- 51245266539. 1
- 51245266540. 2
- 51245266541. 3
- 51245266542. 4

Question Number : 27 Question Id : 51245220061 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Bank marketing in India is all about setting up a process of creating and delivering _____.

1. Ideas
2. Policies
3. Training services
4. Financial services

Options :

- 51245266543. 1
- 51245266544. 2
- 51245266545. 3
- 51245266546. 4

Question Number : 28 Question Id : 51245220062 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The First component of marketing mix is

1. Place
2. Price
3. Promotion
4. Product

Options :

- 51245266547. 1
- 51245266548. 2
- 51245266549. 3
- 51245266550. 4

Question Number : 29 Question Id : 51245220063 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The changes in the information technology has created new ways and channels of communication and developed new ____ culture.

1. Television and drama
2. Multiplex
3. Entertainment
4. Audience

Options :

- 51245266551. 1
- 51245266552. 2
- 51245266553. 3
- 51245266554. 4

Question Number : 30 Question Id : 51245220064 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Generally, the services are found of fluctuating nature. Particularly during the peak season, we find an abnormal increase in the demand. This represents the _____ feature of services.

1. Nature Of Demand
2. Nature of Quality
3. Nature of Tangibility
4. Nature of Perishability

Options :

- 51245266555. 1
- 51245266556. 2
- 51245266557. 3
- 51245266558. 4

Question Number : 31 Question Id : 51245220065 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

- 51245266559. 1
- 51245266560. 2
- 51245266561. 3
- 51245266562. 4

Question Number : 32 Question Id : 51245220066 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Insurance companies give emphasis on ____ to be an innovative product strategy.

1. banks
2. NRI
3. formulation of the product mix
4. old policies

Options :

- 51245266563. 1
- 51245266564. 2
- 51245266565. 3
- 51245266566. 4

Question Number : 33 Question Id : 51245220067 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Some of the data sets like sales volumes, market share, sales call reports fall under ____ category.

1. Monitoring Information
2. Customized Information
3. Recurrent Information
4. Regular information

Options :

- 51245266567. 1
- 51245266568. 2
- 51245266569. 3
- 51245266570. 4

Question Number : 34 Question Id : 51245220068 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

- 51245266571. 1
- 51245266572. 2
- 51245266573. 3
- 51245266574. 4

Question Number : 35 Question Id : 51245220069 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In order to promote efficiency through competition, the government has projected a desire to 're-regulate' the banking industry as per the suggestions and recommendations of the

1. Kelkar Committee Report
2. The Narasimhan Committee Report
3. K. Kasturirangan Report
4. Abhijit Sen Committee Report

Options :

- 51245266575. 1
- 51245266576. 2
- 51245266577. 3
- 51245266578. 4

Question Number : 36 Question Id : 51245220070 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The focus of marketing strategy of any organization involves satisfying the customer's needs through _____ and retaining relationships with customers.

1. profit
2. entertainment
3. products and services
4. marketing

Options :

- 51245266579. 1
- 51245266580. 2
- 51245266581. 3
- 51245266582. 4

Question Number : 37 Question Id : 51245220071 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is an example of Industrial Service.

1. Plant Repair
2. Printing
3. Holiday package
4. Advertising agency

Options :

- 51245266583. 1
- 51245266584. 2
- 51245266585. 3
- 51245266586. 4

Question Number : 38 Question Id : 51245220072 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ATM stands for _____.

1. Automatic Telephone Machine
2. Automated Teller Machine
3. Automated Teller Money
4. Automatic Teller Money

Options :

- 51245266587. 1
- 51245266588. 2
- 51245266589. 3
- 51245266590. 4

Question Number : 39 Question Id : 51245220073 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Therapeutic temple in the Greece - _____ was the most famous and included services like a gymnasium, a snake farm, a dream temple, and thermal baths.

1. Temple Sanctuary of Zeus in Olympia
2. The Epidaurus
3. The Temple of Delphi
4. The Temple at Rome

Options :

- 51245266591. 1
- 51245266592. 2
- 51245266593. 3
- 51245266594. 4

Question Number : 40 Question Id : 51245220074 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Rainwater harvesting, reduction of carbon emissions, green building norms – are all examples of efforts to face the _____

1. Competition challenge
2. Foreign exchange challenge
3. Cultural invasion challenge
4. Environment challenge

Options :

- 51245266595. 1
- 51245266596. 2
- 51245266597. 3
- 51245266598. 4

Question Number : 41 Question Id : 51245220075 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The Indian banking system has seen an era of _____and improvisation, post the Reserve Bank of India becoming a national institution to guide the banking system.

1. rules
2. procedures
3. policy enhancements
4. systems

Options :

- 51245266599. 1
- 51245266600. 2
- 51245266601. 3
- 51245266602. 4

Question Number : 42 Question Id : 51245220076 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

- 51245266603. 1
- 51245266604. 2
- 51245266605. 3
- 51245266606. 4

Question Number : 43 Question Id : 51245220077 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ of the market helps to explore the opportunity to identify the preferences.

1. Segmentation
2. Identification
3. Analysis
4. All of the above

Options :

- 51245266607. 1
- 51245266608. 2
- 51245266609. 3
- 51245266610. 4

Question Number : 44 Question Id : 51245220078 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In this, ____manager might look into business materials and data, market studies. But might not get into any governmental or political material.

1. Semi-Focused scanning
2. Formal search
3. Informal search
4. Un-Focused scanning

Options :

- 51245266611. 1
- 51245266612. 2
- 51245266613. 3
- 51245266614. 4

Question Number : 45 Question Id : 51245220079 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

- 51245266615. 1
- 51245266616. 2
- 51245266617. 3
- 51245266618. 4

Question Number : 46 Question Id : 51245220080 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Political Market research includes _____.

1. Polls and focus groups
2. Product survey
3. Consumer behaviour
4. Testing market

Options :

- 51245266619. 1
- 51245266620. 2
- 51245266621. 3
- 51245266622. 4

Question Number : 47 Question Id : 51245220081 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is the only ISO registered Medical Tourism Company in India

1. Medi Connect India
2. Tour My India
3. Tour2India4Health
4. Vaidam

Options :

- 51245266623. 1
- 51245266624. 2
- 51245266625. 3
- 51245266626. 4

Question Number : 48 Question Id : 51245220082 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which currency is easily accepted in international markets?

1. Zimbabwean Dollar
2. Kuwaiti Dinar
3. US Dollar
4. Canadian Dollar

Options :

- 51245266627. 1
- 51245266628. 2
- 51245266629. 3
- 51245266630. 4

Question Number : 49 Question Id : 51245220083 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is a contract for the payment of a sum of money to the insurer or their beneficiaries upon a certain happening of the event insured against, example death, accident etc.

1. General insurance
2. Life insurance
3. Fire insurance
4. Home insurance

Options :

- 51245266631. 1
- 51245266632. 2
- 51245266633. 3
- 51245266634. 4

Question Number : 50 Question Id : 51245220084 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Getting an accreditation is totally _____ process for any medical service provider.

1. mandatory
2. deliberate
3. compulsory
4. voluntary

Options :

- 51245266635. 1
- 51245266636. 2
- 51245266637. 3
- 51245266638. 4

Question Number : 51 Question Id : 51245220085 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is done and which helps to create new segments to target.

1. Product survey
2. Market research
3. Market survey
4. Voter profiling

Options :

- 51245266639. 1
- 51245266640. 2
- 51245266641. 3
- 51245266642. 4

Question Number : 52 Question Id : 51245220086 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The Product of product mix of political marketing includes: _____.

1. Price decisions
2. law and order
3. Availability of product
4. Product image

Options :

- 51245266643. 1
- 51245266644. 2
- 51245266645. 3
- 51245266646. 4

Question Number : 53 Question Id : 51245220087 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is defined as an organized set of data that is analyzed through reports and statistical routines and models on an ongoing basis. The data are transformed into information that allows the marketing manager to make better decisions and perform better planning and budgeting.

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

Options :

- 51245266647. 1
- 51245266648. 2
- 51245266649. 3
- 51245266650. 4

Question Number : 54 Question Id : 51245220088 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The three main factors used for determining the premium rates under a life insurance plan are mortality, _____and interest.

1. expense
2. investment
3. capital
4. people

Options :

- 51245266651. 1
- 51245266652. 2
- 51245266653. 3
- 51245266654. 4

Question Number : 55 Question Id : 51245220089 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Mystery shopping is commonly used in

1. Hospitality sector
2. Healthcare
3. Retail sector
4. Education

Options :

- 51245266655. 1
- 51245266656. 2
- 51245266657. 3
- 51245266658. 4

Question Number : 56 Question Id : 51245220090 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Globalization was achieved by opening up the Indian economy to the outside world by substantial reduction in _____

1. Imports
2. Exports
3. Foreign collaborations
4. Tariffs and import duties

Options :

- 51245266659. 1
- 51245266660. 2
- 51245266661. 3
- 51245266662. 4

Question Number : 57 Question Id : 51245220091 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

'Act quickly' is essential for

1. Best service recovery strategy
2. Poor service standard
3. No recovery
4. Expected service standard

Options :

- 51245266663. 1
- 51245266664. 2
- 51245266665. 3
- 51245266666. 4

Question Number : 58 Question Id : 51245220092 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The intensive use of information in the banking industry is the mother of invention of various_____.

1. Marketing options
2. Production Advancements
3. Technology Advancements
4. Sales Advancements

Options :

- 51245266667. 1
- 51245266668. 2
- 51245266669. 3
- 51245266670. 4

Question Number : 59 Question Id : 51245220093 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is a very powerful idea for helping people in services business shift their point of view and think about the customer's experience.

1. Moments of Truth
2. Moment of buying
3. Moment of decision
4. Moment of correction

Options :

- 51245266671. 1
- 51245266672. 2
- 51245266673. 3
- 51245266674. 4

Question Number : 60 Question Id : 51245220094 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Understanding WIIIFT is important for media today. WIIIFT means:

1. Why is information important for Trade?
2. Which Information Is Important for Tourism?
3. When Information is Interesting For Tourism?
4. What Is In It For Them?

Options :

- 51245266675. 1
- 51245266676. 2
- 51245266677. 3
- 51245266678. 4

Question Number : 61 Question Id : 51245220095 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

GDP stands for

1. Gross Development Price
2. Gross Domestic Product
3. General Domestic Product
4. General Development Price

Options :

51245266679. 1

51245266680. 2

51245266681. 3

51245266682. 4

Question Number : 62 Question Id : 51245220096 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The full form of MOOCs is:

1. Massive Open Online Courses
2. Media Online Open Courses
3. Management Online Open Courses
4. Multimedia Online Open Courses

Options :

51245266683. 1

51245266684. 2

51245266685. 3

51245266686. 4

Question Number : 63 Question Id : 51245220097 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

RATER is put forward by

1. Gronroos
2. Stanton
3. Kotler
4. PZB

Options :

- 51245266687. 1
- 51245266688. 2
- 51245266689. 3
- 51245266690. 4

Question Number : 64 Question Id : 51245220098 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

MkIS stands for _____.

1. Marketing Information System
2. Marketing Informal System
3. Marketing Institute System
4. All of the above

Options :

- 51245266691. 1
- 51245266692. 2
- 51245266693. 3
- 51245266694. 4

Question Number : 65 Question Id : 51245220099 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The success of any organisation depends on the strength of the ___ability of the corporate team.

1. Training
2. Selling
3. Creative
4. Marketing

Options :

- 51245266695. 1
- 51245266696. 2
- 51245266697. 3
- 51245266698. 4

Question Number : 66 Question Id : 51245220100 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The starting point of any marketing campaign or activity is to do a root cause analysis and identify the financial needs and wants of the customer, which is _____.

1. Product search
2. Market Research
3. Activity identification
4. Training

Options :

- 51245266699. 1
- 51245266700. 2
- 51245266701. 3
- 51245266702. 4

Question Number : 67 Question Id : 51245220101 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is a channel of Communication which helps transmit information from the sender to the receiver.

1. Message
2. Feedback
3. Encoding
4. Media

Options :

- 51245266703. 1
- 51245266704. 2
- 51245266705. 3
- 51245266706. 4

Question Number : 68 Question Id : 51245220102 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Mansukh Prajapati's own initiative was:

1. Potter
2. Mitticool
3. Fridge
4. Poor Man's Fridge

Options :

- 51245266707. 1
- 51245266708. 2
- 51245266709. 3
- 51245266710. 4

Question Number : 69 Question Id : 51245220103 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The ____ is responsible for formulation and administration of the rules, regulations and laws relating to media industry.

1. Ministry of Information and Broadcasting
2. Ministry of Global Development
3. Ministry of Health
4. Ministry of Human Resource Development

Options :

- 51245266711. 1
- 51245266712. 2
- 51245266713. 3
- 51245266714. 4

Question Number : 70 Question Id : 51245220104 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

CRM and Technology is an important linkage. Here, CRM means:

1. Credit Review Management
2. Customer Revenue Management
3. Cash Review management
4. Customer Relationship Management

Options :

- 51245266715. 1
- 51245266716. 2
- 51245266717. 3
- 51245266718. 4

Question Number : 71 Question Id : 51245220105 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In view of changing needs of customers, changing world, changing lifestyle and technological innovations, the market has become _____ oriented.

1. Global service
2. Corporate service
3. Business
4. Customer service

Options :

- 51245266719. 1
- 51245266720. 2
- 51245266721. 3
- 51245266722. 4

Question Number : 72 Question Id : 51245220106 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

PrayagrajArdhKumbh Mela 2019 was held at:

1. Allahabad
2. Nasik
3. Ujjain
4. Haridwar

Options :

- 51245266723. 1
- 51245266724. 2
- 51245266725. 3
- 51245266726. 4

Question Number : 73 Question Id : 51245220107 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is a Unique Identification Programme implemented by the Government of India:

1. MOOC
2. SWAYAM
3. Aadhar
4. MICE

Options :

51245266727. 1
51245266728. 2
51245266729. 3
51245266730. 4

Question Number : 74 Question Id : 51245220108 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Due to increasing complexity, specialization and competitive nature of business, the market for _____ has boomed.

1. Banking services
2. Agro services
3. Business services
4. Marketing services

Options :

51245266731. 1
51245266732. 2
51245266733. 3
51245266734. 4

Question Number : 75 Question Id : 51245220109 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Prediction of _____ in 2005 about Media services has come true in almost all parts of the world.

1. Philip Kotler
2. Arunima Sinha
3. Mansukh Prajapati
4. Peter Drucker

Options :

- 51245266735. 1
- 51245266736. 2
- 51245266737. 3
- 51245266738. 4

Question Number : 76 Question Id : 51245220110 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Concept of technical quality is given by

1. Gronroos
2. Stanton
3. Kotler
4. PZB

Options :

- 51245266739. 1
- 51245266740. 2
- 51245266741. 3
- 51245266742. 4

Question Number : 77 Question Id : 51245220111 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The most important determining factor for the growth of customer base is _____.

1. Quantity
2. Quality
3. Promotion
4. Cost

Options :

- 51245266743. 1
- 51245266744. 2
- 51245266745. 3
- 51245266746. 4

Question Number : 78 Question Id : 51245220112 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Develop Service Quality goals for decreasing

1. Gap 1
2. Gap 2
3. Gap 3
4. Gap 4

Options :

- 51245266747. 1
- 51245266748. 2
- 51245266749. 3
- 51245266750. 4

Question Number : 79 Question Id : 51245220113 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Overpromising and faulty external communication of the firm cause

1. Gap 1
2. Gap 2
3. Gap 3
4. Gap 4

Options :

- 51245266751. 1
- 51245266752. 2
- 51245266753. 3
- 51245266754. 4

Question Number : 80 Question Id : 51245220114 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

- 51245266755. 1
- 51245266756. 2
- 51245266757. 3
- 51245266758. 4

Question Number : 81 Question Id : 51245220115 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

- 51245266759. 1
- 51245266760. 2
- 51245266761. 3
- 51245266762. 4

Question Number : 82 Question Id : 51245220116 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

International Medical Accreditation provides _____ strategy for the benefits of the patients.

1. Travel and Transit insurance
2. Risk reduction and Quality Optimization
3. Identification and evaluation of the Healthcare needs
4. A testament of external quality

Options :

- 51245266763. 1
- 51245266764. 2
- 51245266765. 3
- 51245266766. 4

Question Number : 83 Question Id : 51245220117 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

We consider ____ a potential source for world peace through mutual appreciation and international understanding.

1. Finance
2. Tourism
3. Products
4. Health Care

Options :

- 51245266767. 1
- 51245266768. 2
- 51245266769. 3
- 51245266770. 4

Question Number : 84 Question Id : 51245220118 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ proves to be an important commandment of marketing since this helps in making and innovating the marketing decisions

1. Segmentation
2. Efforts
3. Economy
4. Brand

Options :

- 51245266771. 1
- 51245266772. 2
- 51245266773. 3
- 51245266774. 4

Question Number : 85 Question Id : 51245220119 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The marketing research studies are _____.

1. Document oriented
2. Speech oriented
3. Teaching oriented
4. Project-oriented

Options :

- 51245266775. 1
- 51245266776. 2
- 51245266777. 3
- 51245266778. 4

Question Number : 86 Question Id : 51245220120 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

An Indian company typically globalizes its business by first _____

1. Venturing into neighbouring countries
2. Attracting venture capital
3. Raising seed capital
4. Raising bank loans

Options :

- 51245266779. 1
- 51245266780. 2
- 51245266781. 3
- 51245266782. 4

Question Number : 87 Question Id : 51245220121 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The ____ tourism focuses our attention on the assembling of delegates in conferences and seminars which may be related to the different areas such as political, social, economic, trade and commerce

1. Cultural
2. Adventure
3. Recreational
4. Convention

Options :

- 51245266783. 1
- 51245266784. 2
- 51245266785. 3
- 51245266786. 4

Question Number : 88 Question Id : 51245220122 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

Options :

- 51245266787. 1
- 51245266788. 2
- 51245266789. 3
- 51245266790. 4

Question Number : 89 Question Id : 51245220123 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ implies accessibility and convenience to the users of hospitality services.

1. Location
2. Services
3. Management
4. Pricing

Options :

- 51245266791. 1
- 51245266792. 2
- 51245266793. 3
- 51245266794. 4

Question Number : 90 Question Id : 51245220124 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The knowledge and courtesy of employees and their ability to convey trust is the description of which of the service quality dimensions?

1. Assurance
2. Empathy
3. Reliability
4. Responsiveness

Options :

- 51245266795. 1
- 51245266796. 2
- 51245266797. 3
- 51245266798. 4

Question Number : 91 Question Id : 51245220125 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Marketers do NOT track the following metric for analysing website visits:

1. Time spent
2. TRP
3. Return visit
4. Visitor demographics

Options :

- 51245266799. 1
- 51245266800. 2
- 51245266801. 3
- 51245266802. 4

Question Number : 92 Question Id : 51245220126 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The core problem of all marketing process is to _____ the potential buyers to actual buyers.

1. Simplify
2. Transform
3. Indemnify
4. Identity

Options :

- 51245266803. 1
- 51245266804. 2
- 51245266805. 3
- 51245266806. 4

Question Number : 93 Question Id : 51245220127 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The formulation of a product mix thus becomes an important task for _____ services profitably.

1. managing the tourism
2. budgeting the tourism
3. planning the tourism
4. marketing the tourism

Options :

- 51245266807. 1
- 51245266808. 2
- 51245266809. 3
- 51245266810. 4

Question Number : 94 Question Id : 51245220128 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The innovations in ____ have altered productivity trends, and higher productivity in manufacturing industries has helped to bring about a shift of workers to service industries

1. Market
2. Customer
3. Science and Technology
4. Environment

Options :

- 51245266811. 1
- 51245266812. 2
- 51245266813. 3
- 51245266814. 4

Question Number : 95 Question Id : 51245220129 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The approved hotels have official stamp of _____

1. Ministry of Tourism
2. Local governing body
3. Administrating body
4. None of the above

Options :

- 51245266815. 1
- 51245266816. 2
- 51245266817. 3
- 51245266818. 4

Question Number : 96 Question Id : 51245220130 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Ballooning and Scuba diving is _____ tourism

1. Adventure
2. Activity
3. Domestic
4. International

Options :

- 51245266819. 1
- 51245266820. 2
- 51245266821. 3
- 51245266822. 4

Question Number : 97 Question Id : 51245220131 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Services are an integral part of society and _____.

1. Industry
2. People
3. Economy
4. Country

Options :

- 51245266823. 1
- 51245266824. 2
- 51245266825. 3
- 51245266826. 4

Question Number : 98 Question Id : 51245220132 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The use of _____ will help to find out the profitability and potential of various customers product segments.

1. Price
2. Physical distribution
3. Data Warehousing Management and Mining
4. Place

Options :

- 51245266827. 1
- 51245266828. 2
- 51245266829. 3
- 51245266830. 4

Question Number : 99 Question Id : 51245220133 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The relative prices of the services sector have been moving at a ____ pace compared to the industrial sector, according to the Annual Report.

1. faster
2. slower
3. same
4. unpredictable

Options :

- 51245266831. 1
- 51245266832. 2
- 51245266833. 3
- 51245266834. 4

Question Number : 100 Question Id : 51245220134 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Options :

- 51245266835. 1
- 51245266836. 2
- 51245266837. 3
- 51245266838. 4