

National Testing Agency

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Services Marketing Concepts and Applications

Group Number :	1
Group Id :	603489211
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Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Services Marketing Concepts and Applications-1

Section Id :	603489311
Section Number :	1
Section type :	Online

Mandatory or Optional :	Mandatory
Number of Questions :	50
Number of Questions to be attempted :	50
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	603489549
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 60348915147 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Positioning = Targeting + _____

1. Segmentation
2. Value creation
3. Differentiation
4. Promotion of service

Options :

60348956977. 1

60348956978. 2

60348956979. 3

60348956980. 4

Question Number : 2 Question Id : 60348915148 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Analysis of financial, people, and operational aspects are an integral part of _____

1. External analysis
2. Internal analysis
3. Both internal and external analysis
4. None of the above

Options :

60348956981. 1

60348956982. 2

60348956983. 3

60348956984. 4

Question Number : 3 Question Id : 60348915149 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Mystery shoppers are commonly used for assessing service experience in _____

1. Retailing
2. Airline
3. Banking
4. Healthcare

Options :

60348956985. 1

60348956986. 2

60348956987. 3

60348956988. 4

Question Number : 4 Question Id : 60348915150 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Evaluation of alternatives is more comprehensive and time consuming for services when

1. Risk is high
2. Too many competitors in market
3. Less purchase power
4. Received too many reviews

Options :

- 60348956989. 1
- 60348956990. 2
- 60348956991. 3
- 60348956992. 4

Question Number : 5 Question Id : 60348915151 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The prepurchase stage in service encounter begins with _____

1. Moments of truth
2. Perceived risk
3. Need Recognition
4. Information search

Options :

- 60348956993. 1
- 60348956994. 2
- 60348956995. 3
- 60348956996. 4

Question Number : 6 Question Id : 60348915152 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Perception management through promotion and service experience reinforce _____

1. Positioning
2. Targeting
3. Segmentation
4. Promotion

Options :

60348956997. 1

60348956998. 2

60348956999. 3

60348957000. 4

Question Number : 7 Question Id : 60348915153 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Positioning involves three major Cs. They are _____

1. Company, Customer, Competitor
2. Customer, Competence, Communication
3. Company, Communication, Customer
4. Customer, Competitor, Consumption

Options :

60348957001. 1

60348957002. 2

60348957003. 3

60348957004. 4

Question Number : 8 Question Id : 60348915154 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In_____ drive customer judgement of quality of a service encounter experience.

1. Moments of truth
2. High/Low contact services
3. Theatre metaphor
4. Zone of tolerance

Options :

60348957005. 1

60348957006. 2

60348957007. 3

60348957008. 4

Question Number : 9 Question Id : 60348915155 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

What is the buyer really buying and what business are we in, are two central components of _____.

1. Core product
2. Augmented product
3. Supplementary services
4. Delivery process

Options :

60348957009. 1

60348957010. 2

60348957011. 3

60348957012. 4

Question Number : 10 Question Id : 60348915156 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The introduction of a lower-contact channel, such as telephone banking and internet banking is an example of _____.

1. Service line expansion
2. Service line extension
3. Service innovation
4. Service enhancement

Options :

60348957013. 1

60348957014. 2

60348957015. 3

60348957016. 4

**Question Number : 11 Question Id : 60348915157 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Reducing the travel time of a bus is a typical example of _____.

1. Service improvement
2. Style changes
3. Supplementary-service innovation
4. Enhancing services

Options :

60348957017. 1

60348957018. 2

60348957019. 3

60348957020. 4

**Question Number : 12 Question Id : 60348915158 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

The brand with higher equity typically has _____.

1. Price premium and Superior quality
2. Higher level of awareness
3. Higher level of loyalty
4. All of the above

Options :

60348957021. 1

60348957022. 2

60348957023. 3

60348957024. 4

Question Number : 13 Question Id : 60348915159 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Flower of service metaphor emphasizes the need for _____.

1. Consistency across all the petals
2. Design each petal
3. Shape the expectations of customers
4. Market segmentation

Options :

60348957025. 1

60348957026. 2

60348957027. 3

60348957028. 4

Question Number : 14 Question Id : 60348915160 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Company's presented brand is mainly communicated through _____.

1. Promotion, people, and physical evidence
2. Product, price, and promotion
3. People, processes, and physical evidence
4. Price, promotion, and product

Options :

60348957029. 1

60348957030. 2

60348957031. 3

60348957032. 4

Question Number : 15 Question Id : 60348915161 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In the service-branding model, customer experience with a brand has a strong influence on

_____.

1. Brand awareness
2. Brand meaning
3. Brand loyalty
4. External brand communications

Options :

60348957033. 1

60348957034. 2

60348957035. 3

60348957036. 4

Question Number : 16 Question Id : 60348915162 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In the service - branding model, which one of the following does not influence Brand Equity?

1. Brand awareness
2. Brand meaning
3. Brand loyalty
4. Brand audit

Options :

60348957037. 1

60348957038. 2

60348957039. 3

60348957040. 4

Question Number : 17 Question Id : 60348915163 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

It is difficult for service firms to calculate the cost because of _____.

1. No ownership of service
2. Change in customer needs/expectations
3. Expensive process design
4. Fluctuations in demand

Options :

60348957041. 1

60348957042. 2

60348957043. 3

60348957044. 4

Question Number : 18 Question Id : 60348915164 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which internal factor will have an influence on the pricing program?

1. Competitor action
2. Customer demand
3. Production/Delivery cost
4. Legal constraints

Options :

60348957045. 1

60348957046. 2

60348957047. 3

60348957048. 4

Question Number : 19 Question Id : 60348915165 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Cost based approach to set prices includes estimating the _____.

1. Direct cost and Labor cost
2. Time involved and labor cost
3. Overhead cost and time involved
4. Direct cost, labor cost, time involved, overhead cost

Options :

60348957049. 1

60348957050. 2

60348957051. 3

60348957052. 4

Question Number : 20 Question Id : 60348915166 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Value is a trade-off between _____.

1. Benefits & Sacrifices
2. Benefits & Cost
3. Price & Quality
4. Utility & Loss

Options :

60348957053. 1

60348957054. 2

60348957055. 3

60348957056. 4

Question Number : 21 Question Id : 60348915167 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which among the following is not a part of tactical moves of pricing?

1. Rebates
2. 2 for 1 price deals
3. Coupons
4. Cost analysis

Options :

60348957057. 1

60348957058. 2

60348957059. 3

60348957060. 4

Question Number : 22 Question Id : 60348915168 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Revenue management is useful in dynamic markets where demand can be divided into different _____ according to price sensitivity.

1. Rate fence
2. Price buckets
3. Price groups
4. Cost buckets

Options :

60348957061. 1

60348957062. 2

60348957063. 3

60348957064. 4

Question Number : 23 Question Id : 60348915169 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

How do you calculate potential revenue in yield management?

1. Potential revenue = Total capacity X Maximum price
2. Potential revenue = Actually capacity X Maximum price
3. Potential revenue = Total capacity X Average actual price
4. Potential revenue = Total capacity X Actual price

Options :

60348957065. 1

60348957066. 2

60348957067. 3

60348957068. 4

Question Number : 24 Question Id : 60348915170 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Effective internal communications ensure _____.

1. Efficient service delivery
2. Harmonious working relationships
3. Employee trust, respect and loyalty
4. All of the above

Options :

60348957069. 1

60348957070. 2

60348957071. 3

60348957072. 4

Question Number : 25 Question Id : 60348915171 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Service consumption episode is a strategy to overcome which of the following challenges due to services being intangible?

1. Abstractness
2. Mental impalpability
3. Generality
4. Non searchability

Options :

60348957073. 1

60348957074. 2

60348957075. 3

60348957076. 4

Question Number : 26 Question Id : 60348915172 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The higher the _____ in service transaction/delivery, the higher the reliance on personal channels.

1. Perceived risk
2. Perceived value
3. Perceived sacrifices
4. Perceived benefits

Options :

60348957077. 1

60348957078. 2

60348957079. 3

60348957080. 4

Question Number : 27 Question Id : 60348915173 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A typical franchisor usually exercises the control on which of the following elements?

1. Service concept
2. Servicescapes Design
3. Branding/Promotion
4. All of the above

Options :

60348957081. 1

60348957082. 2

60348957083. 3

60348957084. 4

Question Number : 28 Question Id : 60348915174 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which among the following is not an element of service mapping?

1. Service process
2. Point of customer contact
3. Evidence
4. Service agreement

Options :

60348957085. 1

60348957086. 2

60348957087. 3

60348957088. 4

Question Number : 29 Question Id : 60348915175 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which among the following is not the component of service blueprint?

1. Line of interaction
2. Line of visibility
3. Line of internal interaction
4. Line of control

Options :

60348957089. 1

60348957090. 2

60348957091. 3

60348957092. 4

Question Number : 30 Question Id : 60348915176 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Restaurants giving extra attention to the process of food preparation, quality, and taste is an example of focusing on_____.

1. Potential fail points
2. Customer wait point
3. Service standard
4. Service redesign

Options :

60348957093. 1

60348957094. 2

60348957095. 3

60348957096. 4

**Question Number : 31 Question Id : 60348915177 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Irrespective of the skill or compensation, boundary-spanning positions are often_____.

1. Low-stress jobs
2. Moderately-stress jobs
3. High-stress jobs
4. No-stress jobs

Options :

60348957097. 1

60348957098. 2

60348957099. 3

60348957100. 4

**Question Number : 32 Question Id : 60348915178 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Employees' stress can result in service failure and widen the _____.

1. Service performance gap
2. Service performance episode
3. Service consumption gap
4. Service value gap

Options :

60348957101. 1

60348957102. 2

60348957103. 3

60348957104. 4

Question Number : 33 Question Id : 60348915179 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The misalignment between employees displayed emotions and organizationally desired emotions can result in _____.

1. Emotional dilemma
2. Emotional intelligence
3. Emotional labour
4. Emotional turmoil

Options :

60348957105. 1

60348957106. 2

60348957107. 3

60348957108. 4

Question Number : 34 Question Id : 60348915180 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Organizational branding helps promote a company as the _____.

1. Largest firm
2. Best in service quality
3. Best place to work
4. Best change maker

Options :

60348957109. 1

60348957110. 2

60348957111. 3

60348957112. 4

Question Number : 35 Question Id : 60348915181 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Nurturing people in service organizations emphasizes employee training in _____.

1. Technical skills training
2. Interactive skills training
3. Empowering frontline employees
4. All of the above

Options :

60348957113. 1

60348957114. 2

60348957115. 3

60348957116. 4

Question Number : 36 Question Id : 60348915182 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Service Profit Chain establishes the links between_____.

1. Employees, Customers, and Company's performance
2. Company, Customer, and Competitor
3. Company, Customer, and Market share
4. Company, Customer, and Revenues

Options :

60348957117. 1

60348957118. 2

60348957119. 3

60348957120. 4

Question Number : 37 Question Id : 60348915183 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In service leadership, which values are more powerful?

1. Espoused Values
2. Enacted Values
3. Both Espoused & Enacted
4. Organizational Values

Options :

60348957121. 1

60348957122. 2

60348957123. 3

60348957124. 4

Question Number : 38 Question Id : 60348915184 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Service climate is defined as _____ perceptions of organizational policies and practices.

1. Employees'
2. Customer's
3. Rival's
4. Service Leader's

Options :

60348957125. 1

60348957126. 2

60348957127. 3

60348957128. 4

Question Number : 39 Question Id : 60348915185 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ is the degree to which an organization emphasizes meeting the customers' needs and expectations of service quality

1. External service quality
2. Customer orientation
3. Co creation with customer
4. Market orientation

Options :

60348957129. 1

60348957130. 2

60348957131. 3

60348957132. 4

Question Number : 40 Question Id : 60348915186 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Signage, Layout, Air quality, temperature, sound, music, scent are part of _____ elements of physical evidence.

1. Facility Exterior
2. Facility Interior
3. Other tangibles
4. Boundary spanning positions

Options :

60348957133. 1

60348957134. 2

60348957135. 3

60348957136. 4

**Question Number : 41 Question Id : 60348915187 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Choosing value stage of the value delivery process involves _____.

1. Market segmentation & Market selection
2. Market selection & Market positioning
3. Market segmentation & Market positioning
4. Market segmentation, Selection & Positioning

Options :

60348957137. 1

60348957138. 2

60348957139. 3

60348957140. 4

**Question Number : 42 Question Id : 60348915188 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Customer who complain for restitution expect to _____.

1. Rebuild their self-esteem
2. Recover from failure
3. Provide service counselling
4. Switch to another service

Options :

60348957141. 1

60348957142. 2

60348957143. 3

60348957144. 4

Question Number : 43 Question Id : 60348915189 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Rude service employees will adversely impact _____.

1. Purchase intention
2. Behavioural Loyalty
3. Customer satisfaction
4. Customer emotional intelligence

Options :

60348957145. 1

60348957146. 2

60348957147. 3

60348957148. 4

Question Number : 44 Question Id : 60348915190 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Customers who write reviews to prevent others from experiencing failures complain for

_____.

1. Altruistic reasons
2. Esteem reasons
3. Philanthropic reasons
4. Promotional reasons

Options :

60348957149. 1

60348957150. 2

60348957151. 3

60348957152. 4

Question Number : 45 Question Id : 60348915191 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ is the most important dimension of service quality.

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

Options :

60348957153. 1

60348957154. 2

60348957155. 3

60348957156. 4

Question Number : 46 Question Id : 60348915192 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ are the weakest bonds.

1. Financial Bonds
2. Social Bonds
3. Customization Bonds
4. Structural Bonds

Options :

60348957157. 1

60348957158. 2

60348957159. 3

60348957160. 4

Question Number : 47 Question Id : 60348915193 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which among the following are relatively easy to copy by competitor

1. Product Quality & Price
2. Price & Service Quality
3. Price & Service Quality
4. Product Quality, Service Quality, & Price

Options :

60348957161. 1

60348957162. 2

60348957163. 3

60348957164. 4

Question Number : 48 Question Id : 60348915194 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Effective service recovery process begins with_____.

1. Identifying failure points
2. Making contingency plans
3. Developing solution set
4. Train employees

Options :

60348957165. 1

60348957166. 2

60348957167. 3

60348957168. 4

Question Number : 49 Question Id : 60348915195 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Emotional Benefits add richness and depth to the brand and _____.

1. Customer experience
2. Competitor positioning
3. Price
4. Service recovery

Options :

60348957169. 1

60348957170. 2

60348957171. 3

60348957172. 4

Question Number : 50 Question Id : 60348915196 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

"Performance documentation" helps build credibility and potential customers _____.

1. Compare competing alternatives
2. Evaluate prices
3. Make purchase decisions
4. All of the above

Options :

60348957173. 1

60348957174. 2

60348957175. 3

60348957176. 4