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MCom Sem – III (Old Course)
JUL/SEP – 2021
Service Marketing

કુલ સમય : ૬૦ મીનીટ | કુલ પ્રશ્નો : ૫૦ | વિદ્યાર્થીએ ટીક કરવાના પ્રશ્નો : ૩૫

નોંધ : વિદ્યાર્થીએ માત્ર ૩૫ પ્રશ્નો જ ટીક કરવાના રહેશે. જો વધારે ટીક કરેલ હશે તો પ્રથમ ૩૫ પ્રશ્નો જ ગણતરીમાં લેવામાં આવશે.

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1. Services that occur without interruption, confusion or trouble to the customer.
(A) Service without shame (B) Service audit. (C) Executive Service (D) Departmental service
2. of money in order to receive the service by consumers of mental generating energy _____ called.
(A) Image Cost (B) Financial Price. (C) Higher energy costs (D) mental costs.
3. Characteristic of the Service Pay buried reflects the interaction between the client and
(A) Untouchable (B)Divisible (C) Homosexuality (D) perishable
4. Which of the following is not one of the service encounter themes?
(A) Spontaneity (B) Adaptability (C) Responsibility (D) Recovery
5. The distinctive feature of the services is _____.
(A) Abstraction (B) Inseparable (C) Circulation (D) failure
6. Special ecological tracks she works with the inability to ____ characterized.
(A) Indivisible (B) Abstraction (C) Homosexuality (D) Perishability
7. Which of the following strategies increases the supply of services available to customers?
(A) Use of constructive pricing strategy (B) Use of reservation systems
(C) Capacity sharing (D) Develop complementary services
8. Can be defined by comparing customer satisfaction and perceived service
(A) projected service (B) forecasting service (C) Desired service (D) Adequate service
9. The ____ parameter is an assessment of the firm's consistency and reliability in service performance.
(A) sympathy. (B) Mindset (C) Sure d. (D) Reliability.
10. Due to ..... it is difficult to determine the right price for the services provided.
(A) Destructiveness (B) heterogeneity. (C) Indivisibility. (D) abstraction
11. The world's largest private sector industry and the largest service provider of jobs _____
(A) Hospitality Industry (B) Health services (C) Professional services. (D). Business services
12. Focus on companies' marketing efforts towards existing customer base
(A) Excellent customer service (B) To maintain victory (C) Maintain courtesy (D) to maintain customer.
13 ……. customers third session includes identification of the expected advantages and features.
(A) Future research expectations (B) Requirements research
(C) Amendment (D) Process checkpoint evaluations
14 . There are many emerging trends in the service industry that _____ organizations need.
(A) New competitors entering the market Progress in (B) Internet
(C) Increasing customer expectations (D) Next in e-commerce.
15. Customers ultimately determine services by .....
(A) Type of competitors. (B) Level of service efficiency (C) Cycle of fluctuations (D) Cost of competitors.
16. Total customer value than _____ in includes the following components.
(A) Product value (B) Service value. (C) Image value (D) Employee value.
17. Save Companies in not a lot of _____ theme of
(A) Engineering , Production and Accounting, (B) Marketing , Finance and Human Resources
(C) Operations , Accounting and Marketing (D) Human resources , marketing and operation
18. Customer frustration at receiving poor service is ____
(A) That is equal to the cost of the image. (B) Financial value (C) Higher energy costs. (D) Mental expense.
1 9. Among many services , the demand for medical services _____ is.
(A)Non-elastic. (B). Elastic. (C) Substitute demand (D) Price cross elastic demand
20. The technology that allows customers to purchase a service separately with a simultaneous purchase is called ____ .
(A) Bundling (B) Mixed bundling (C) Price bundling. (D) Bundling of product
21. The primary role of customer service companies in communication.
(A) The mix is .....That confuses customers. (B) Inform customers and remind them
(C) Convince dealers (D) against a rival's claim.
22. …… is considered appropriate communication during the introductory phase of the product life cycle
(A) Will be informative (B) Informative and inspiring (C) Motivator (D) Inspired and reminded.
23 Appropriate in terms of relationship strategy ___ during the development and maturity stages of the product life cycle ?
(A) Informative. (B) Informative and inspiring (C) Motivator. (D) Motivator and reminder
24. Services Branding becomes difficult, as it _____
(A) It is abstract. (B) Heterosexual. (C) Perishable. (D) inseparable
25. The benefits that e-marketing communications carry.....
(A) Reaching a wider audience. (B) to be effective. (C) Preaching (D) More customer satisfaction.
26. Disadvantages of e-marketing
(A) High cost. (B) Low reach. (C) Decreased personal contact (D) Satisfaction less
27. Which of the following is not a physical proof component of service companies?
(A)Parking. (B) Employee appearance (C) Billing statements. (D) In-house process equipment

28. One advantage of the requirement for employees to wear uniforms is that it lowers the perception of …….. customers.
(A) abstraction. (B)Indivisibility. (C). Heterosexuality. (D). Socialization.
29. Marketing of products to employees
(A) With internal marketing deals (B) Marketing of products in the local market
(C) Marketing of country side products (D) Employee needs need to be identified
30. What does interactive marketing mean ?
(A) Marketing by communicating with employees. (B) Marketing through conversations with dealers.
(C) is performed by communication between employees and customers Marketing
(D) No one
31. …….. should try to improve the company's process and performance towards customers.
(A) Modernizing the building. (B) Modernize the product.
(C) Reduce waiting using reservation system. (D) Tell customers to come a second time
32. Which of the following service conditions will have the least impact on customer behavior?
(A) Bakery shop (B) Air-conditioned hotel
(C) Open five storey parking garage (D) Book store with in-store coffee cart
33 . _....._are clients with mental images of the physical features of service firms.
(A) Internal response (B) Conceived Services (C) Formation Negative Response (D) Emotional response
34. Total customer value is ……..
(A) Product value (B) Individual value. (C) Image value (D) Time value
35. Consumer morale and attitude are of that kind
(A) Physical customer feedback (B) Emotional (C) Individual approach behavior (D) Internal response moderation
36 . _..... Nature makes it difficult to manage top demand.
(A) Abstraction. (B) Perdition (C) Indivisible (D) heterosexual
37. Other areas have grown many times over in the _____ service industry.
(A) due to low growth (B) Further growth in all sectors.
(C) More prosperity of customers. (D) Effective marketing strategy of the service
38. Initially, bank counter employees were upset with their new task of selling services to customers. What kind of conflict is this an example of?
(A)Channel conflict. (B)Organization / client conflict
(C) The person's previous role contradicts . (D) Inter-client conflict
39 . As part of an internal marketing strategy , the company _____
(A) Performance appraisal has taken place. (B) Training employees.
(C) Assigning more responsibilities (D) Transferring employees
40. Quality of service.....
(A)It is determined on the basis of employee involvement. (B) Customer involvement.
(C) Involvement of top management (D) Employee and customer involvement
41 The marketing of services is as important in today's context as it is
(A)That makes more customers. (B)Generates more GDP.
(C) Generates more jobs. (D) Generates more jobs and GDP.
42. …… Gives discretion to front line employees to meet customer's creative needs.
(A) Empowerment (B) Enfranchisement (C) Service passion (D) Service climate
43. Consumers use four main parameters to judge websites that require _____
(A) Sure (B) Reliability (C) Empathy (D) Dependence
44. What, when and how new services are delivered to the customer.
(A) new service development (B) Continuous service delivery
(C) Continuous new service and customer delivery (D) Consumer delivery continuous:
45. In strategies to increase the efficiency of service operations
(A) It also covers all matters except staff training. (B) Reducing the waiting time .
(C) Subcontracting to others. (D) Effectively deter customers by providing an understanding of the service process
46. Customer retention, repeat business and customer references
(A) It is an alternative measure for internal service quality. (B) External service value
(C) Employee satisfaction. (D) Customer loyalty .
47. Because the process of purchasing services becomes complicated
(A) It is difficult to assess and compare. (B) No direct sales available.
(C) Many products lead to confusion. (D) Door delivery is not possible.
48. In order to win over competitors and attract customers, a company needs to create.....
(A) new markets. (B)New customers
(C) Sales proposals that are valuable and have more opportunities. (D) More products.
49. Physical evidence helps
(A) to evaluate service by customers (B) To provide services
(C) Evaluate services by the provider (D) to evaluate quality of third party.
50. _....._is important sector in service marketing.
(A) participation of customers (B) Manage customers (C) management of customers (D) customers relationship

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