MCQ: Unit-I: Introduction to Services marketing

1. A ______________________ is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.

   a. Service  
   b. Demand  
   c. Need  
   d. Physical object

2. Distinct characteristic of services is_____________

   a. Intangibility  
   b. Inseparability  
   c. Variability  
   d. Perishability

3. All of the following are examples of services EXCEPT:

   a. banking.  
   b. hotels and motels.  
   c. tax preparation.  
   d. computer software.

4. Services are typically produced and consumed simultaneously. This is an example of the __________characteristic of services.

   a. Intangibility  
   b. Variability  
   c. Inseparability  
   d. Simultaneously  
   e. Perishability

5. Services can not be stored. This describes the __________characteristic of services.

   a. Intangibility  
   b. Variability  
   c. Inseparability  
   d. Inconsistency  
   e. Perishability

6. Examples of pure tangible goods include all of the following EXCEPT:

   a. Soap.  
   b. Tax preparation.  
   c. Toothpaste.  
   d. Salt.
7. ________describes the employees skills in serving the client.
   a. Internal Marketing
   b. External Marketing
   c. Relationship marketing
   d. Interactive marketing
   e. Communication Marketing

8. SSTS refers to ________
   a. Service Standards Testing
   b. Self-Service Technologies
   c. Standard Service Technologies
   d. Self Service Treatments

9. __________ occurs when a company intentionally uses services as the stage, and goods as the props, to engage individual customers in a way that creates a memorable event.
   a. Hybrid offer
   b. Core service
   c. Augmented or ancillary product
   d. Experience

10. Top firms audit service performance by collecting________measurements to probe customer satisfiers and dissatisfiers.
    a. Customer satisfier
    b. Customer complaint
    c. Voice of the customer
    d. Psychological

11. The services a customer expects are called the ______service package.
    a. Expected
    b. Augmented
    c. Primary
    d. Secondary
    e. Perceived

12. The fact that a business traveler may have one very positive check-in experience at a hotel and then a very negative check-in experience with a different employee on a subsequent visit is evidence of service:
    a. intangibility.
    b. inseparability.
    c. variability.
    d. perishability.
13. Added features to an offering are called ________ service features.
   a. Expected
   b. Augmented
   c. Primary
   d. Secondary
   e. Perceived

14. The intangibility of services has implications for the choice of ________
   a. **Brand elements**
   b. Location
   c. Price
   d. Product features
   e. Channels of distribution

15. ________ cost refers to the product’s purchase cost plus the discounted cost of maintenance and repair less the discounted salvage value
   a. Total
   b. Variable
   c. **Life cycle**
   d. Net
   e. Out of pocket

16. Successful service companies focus their attention on both their customers and their employees. They understand ________________, which links service firm profits with employee and customer satisfaction.
   a. Internal marketing
   b. **Service-profit chains**
   c. Interactive marketing
   d. Service differentiation

17. If a firm is practicing ________________, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.
   a. Double-up marketing
   b. **Internal marketing**
   c. Interactive marketing
   d. Service marketing
18. According to Parasuraman, Zeithaml & Berry, the most important determinant of service quality is:
   a. Responsiveness
   b. **Reliability**
   c. Assurance
   d. Empathy
   e. Tangibles

19. The extended marketing mix for services includes: People, Processes and __________
   a. Product
   b. Place
   c. Physical Evidence
   d. Promotion

20. Which of the following is not an element of physical evidence?
   a. Employee Dress
   b. **Employee Training**
   c. Equipment
   d. Facility Design

21. Which of the following is not an element of people?
   a. Motivation
   b. Teamwork
   c. **Flow of activities**
   d. Customer training

22. Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called –
   a. Place Mix
   b. Physical evidence mix
   c. **Process mix**
   d. People mix

23. __________ is the environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitates performance or communication of the service.
   a. Physical evidence
   b. Process
   c. Place
   d. People
24. All human actors who play a part in service delivery and thus influence the buyers perceptions: namely, the firm's personnel, the customer and other customers in the service environment.
   a. Process
   b. Physical environment
   c. People
   d. Place

25. __________ is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customers point of view.
   a. Front of Planning
   b. Service Blueprinting
   c. Service standardization
   d. None of these

26. __________ is the physical surroundings or the physical facility where the service is produced, delivered and consumed.
   a. Servicespace
   b. Servicescape
   c. Serviceplace
   d. Servicescope

27. __________ are the only service distributors which do not require direct human interactions.
   a. Electronic channels
   b. SST’s
   c. Direct Service channels
   d. Speculative channels

28. In the absence of a physical product, service providers need to consider the use of ___________ that enable customers to make a judgment on the service quality.
   a. Intangible clues
   b. Tangible clues
   c. Blueprint
   d. Performance measures
29. Compared with low-contact services, customers of high-contact services are more likely to judge service quality on the basis of:

a. Price of the service  
b. **Processes used in carrying out the service**  
c. Intangible outcomes e.g. The performance of an investment portfolio  
d. Tangible outcomes

30. Which of the following is **not** generally accepted as being part of the extended marketing mix for services?

a. Product  
b. Price  
c. Process  
d. **Practice**