MCQ: Unit-2: Traditional Marketing Mix elements in Services

1. A tool for assessing the level of service quality based on the difference between users expectations and the service experience delivered is:
   a. The service dashboard
   b. **The service quality gap model**
   c. The balanced scorecard
   d. The information value model

2. Text messaging is a type of which promotion strategy?
   a. Personal selling
   b. Sales promotion
   c. **Direct marketing**
   d. Public relations

3. The element of service quality which is defined as 'the knowledge and courtesy of employees and their ability to convey trust and confidence'
   a. Tangibles
   b. Reliability
   c. **Assurance**
   d. Empathy

4. Attributes where consumers can evaluate only during or after the consumption process is known as
   a. Credence qualities
   b. **Experience qualities**
   c. Search qualities
   d. None of the above

5. According to Parasuraman, Zeithaml & Benny, the most important determinant of service quality is:
   a. Responsiveness
   b. **Reliability**
   c. Assurance
   d. Empathy

6. The moments of interaction between the customer and the service firm are called:
   a. Servuction junction
   b. **critical incidents**
   c. core service failures
   d. service recovery
7. Services that do not meet customer expectations are called:
   a. service failures
   b. critical incidents
   c. Servuction failures
   d. service recovery

8. The difference between desired service and the level of service considered adequate is known as
   a. Service quality
   b. Tolerance zone
   c. GAP
   d. SERQUAL

9. Service failures involving problematic customer include _____.
   a. uncooperative customers
   b. breaking company policies
   c. verbal and physical abuse
   d. all of the above

10. What are the five principle dimensions to judge service quality?
    a. Reliability, responsiveness, assurance, empathy, tangibles
    b. Reliability, response, assurance, empathy, tangibles
    c. Reliability, responsiveness, assurance, empathy, targets
    d. Reliability, responsiveness aspects, empathy, tangibles

11. Consumer complaints tend to be:
    a. instrumental and ostensive
    b. instrumental and reflexive
    c. non-instrumental and ostensive
    d. non-instrumental and reflexive

12. A firm's reaction to a customer complaint that results in customer satisfaction and goodwill is called a:
    a. service recovery paradox
    b. service recovery
    c. critical incident
    d. moment of truth
13. The difference between which two expectation standards is the zone of tolerance?

   a. Desired service, adequate service
   b. Professional service, adequate service
   c. Desired Service, optimal service
   d. Desired service, advance service

14. In a services context, distribution embraces all of the following elements EXCEPT __________.

   a. core services flow
   b. product flow
   c. information and promotion flow
   d. negotiation flow

15. Which is a type of auction?

   a. Open descending
   b. Open close
   c. Sealed price
   d. Sealed ascending

16. Research has shown that younger and higher income customers are more likely to use __________ channels.

   a. self-service
   b. single site
   c. Personal
   d. Impersonal

17. What is the sequence of steps for the service recovery process?

   a. Anticipating customer needs, acknowledging their feelings, Apologising and Owning the responsibility, Offering alternatives, making amends
   b. Acknowledging their feelings, Apologising and Owning the responsibility, making amends, anticipating customer needs, offering alternatives
   c. Acknowledging their feelings, Apologising and owning the responsibility, offering alternatives, making amends, anticipating customer needs
   d. Acknowledging their feelings, offering alternatives, Apologising and owning the responsibility, making amends, anticipating customer needs
18. __ __ has become a popular way to expand delivery of an effective service concept to multiple sites without the level of investment capital that would be otherwise needed.

   a. Multi-site expansion  
   b. Sub-contracting  
   c. **Franchising**  
   d. Company-owned expansion

19. __________ are the only service distributors which o not require direct human interactions.

   a. **Electronic channels**  
   b. SSTS  
   c. Direct service channels  
   d. Speculative channels

20. __________ is an attitude formed by a long-term, overall evaluation of a firm's performance.

   a. Customer satisfaction  
   b. Negative disconfirmation  
   c. Positive disconfirmation  
   d. **Service quality**

21. The collection of strategies and tactics firms use to scientifically manage demand for their products and services is known as

   a. Customer profitability management  
   b. Cost of service delivery  
   c. Segmented pricing  
   d. **Revenue management**

22. Which of the following statements pertaining to the SERVQUAL scale is correct?

   a. SERVQUAL compares perceptions to what customers would normally expect  
   b. SERVQUAL is a 22-item scale  
   c. SERVQUAL consists of four service quality dimensions  
   d. **SERVQUAL compares perceptions to what a customer should expect from a firm the delivers high-quality services**
23. Which of the following is not one of the five dimensions that is measured by the SERVQUAL SCALE?
   a. tangibles  
   b. **employee satisfaction**  
   c. responsiveness  
   d. assurance  

24. How many types of price discriminations are there?
   a. 1  
   b. **3**  
   c. 2  
   d. 4  

25. The SERVQUAL dimension that measures consumer views that reflect the security of the firm's operations is the ________ dimension.
   a. tangibles  
   b. employee satisfaction  
   c. responsiveness  
   d. **assurance**  

26. ________ is an example of a service where the customer typically goes to the service organization
   a. House painting  
   b. A credit card company  
   c. A taxi service  
   d. **The theatre**  

27. Research has shown that customers are more likely to choose a self-service channel if they have ____________
   a. lower knowledge about a service  
   b. **a preference for convenience**  
   c. purchased the product before  
   d. a high need for personal interaction  

28. ________ are complaints that are expressed without the expectation that the problem will be solved.
   a. ostensive  
   b. instrumental  
   c. reflexive  
   d. **non-instrumental**
29. During a service recovery effort, the employee was very empathetic to the customer’s plight and agreed to replace the defective product. However, it took three months for the replacement product to show up which was much later than the customer had anticipated. As a result, the recovery effort violated the customer’s __________ justice need.

a. social
b. procedural
c. interactional
d. distributive

30. Perception of Performance- Expectation gives us

a. Customer motivation
b. Customer service
c. Customer satisfaction
d. Customer performance