

**PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE & TECHNOLOGY**

**Final Examination Sept-2020
T.Y. BMS (Semester-V)**

Subject – Service Marketing

Date:

1. _____ cannot be owned, touched, stored.
 - a. Goods
 - b. Services
 - c. Objects
 - d. Products
2. Services cannot be _____ at different places.
 - a. Produced and consumed
 - b. Manufactured and produced
 - c. Consumed and produced
 - d. Service consumed
3. Perishability refers to _____.
 - a. Ability to produce
 - b. Ability to store
 - c. Ability to manufacture
 - d. Ability to measure
4. Service Marketing Triangle is developed by _____.
 - a. Philip Kotler
 - b. Christian Gronross
 - c. Mark Taylor
 - d. Jack Trout
5. Interactive Marketing refers to _____.
 - a. Keeping promise
 - b. Making promise
 - c. Enabling promise
 - d. Discount
6. _____ helps to overcome intangibility.
 - a. Training
 - b. Association
 - c. ICT
 - d. Variability
7. _____ represents physical representation.
 - a. Uniforms
 - b. Visualization
 - c. Automation
 - d. Participations

8. _____ helps to overcome perishability.
- Over marketing
 - Robotics
 - Video conferencing
 - Warehousing
9. _____ helps to overcome inseparability.
- Customer
 - Training of internal customer
 - Training of employees
 - Wholeseller
10. _____ is a process which is used to create image in the mind of customer.
- Segmentation
 - Targeting
 - Positioning
 - Imaging
11. Pure service need _____ level of involvement.
- High
 - Moderate
 - Low
 - Zero
12. Services are _____ to evaluate.
- Hard
 - Easy
 - Soft
 - Intangible
13. Demand orientation method is a part of _____.
- Product
 - Price
 - Place
 - Promotion
14. _____ is the part of Place mix in the Service industry.
- Middlemen
 - Wholesaler
 - Retailer
 - Producer
15. The flower of service concept was developed by _____.
- Christopher Lovelock
 - Kotler
 - Robert Ace
 - W. Edwards Deming
16. _____ is the key in delivering services
- People
 - Goods
 - Services
 - Products

17. All tangibles are the part of _____.
- Physical evidence
 - Product
 - Price
 - Promotion
18. _____ is the landscape in which services is transacted.
- Servicescape
 - Product scape
 - Commodity scape
 - Price scape
19. _____ is one of the attribute of the process.
- Customer Involvement
 - Customer compliment
 - Customer complaint
 - Customer satisfaction
20. _____ is the flowcharting of a service operation.
- Greenprint
 - Blueprint
 - Yellowprint
 - Redprint
21. _____ distinguishes front office from the back office.
- Line of visibility
 - Line of process
 - Line of internal process
 - Line of activities
22. _____ is the identity of a specific product, service or business.
- Positioning
 - Segmentation
 - Branding
 - Promotion
23. _____ is one of the best way of research in services.
- Regular customer surveys
 - Descriptive research
 - Case study research
 - After sales surveys
24. Service gap model developed by _____.
- Philip Kotler
 - Taylor
 - Fayol
 - Zeithaml
25. Service gap model is divided into customer gap & _____.
- Service provider gap
 - Employees gap
 - Suppliers gap
 - Producers gap