

SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS	ANSWER-FIVE	ANSWER-FIVE-STATUS
A	SINGLE-CORRECT	1	Which of the following set of terms best describes a service?	CO1		Remember	My Institute	Deeds, Efforts, and performances	Correct	Goods, Articles, and Objects	Incorrect	Goods, Articles, and Efforts	Incorrect	Deeds, Efforts, and Objects	Incorrect		
A	SINGLE-CORRECT	1	_____ has high intangible component while _____ is high in tangible aspects.	CO1		Remember	My Institute	Salt, Detergent	Incorrect	Internet banking, salt	Correct	Consulting, Internet banking	Incorrect	Detergent, Life Insurance	Incorrect		
A	SINGLE-CORRECT	1	Which step in the consumer decision-making process involves comparing the offering to expectations and deciding whether it is satisfying or dissatisfying?	CO1		Remember	My Institute	Need identification	Incorrect	Information searching	Incorrect	Post-purchase evaluation	Correct	Alternative evaluation	Incorrect		
A	SINGLE-CORRECT	1	Which of the following statements best describes Product Service Systems (PSS) business models?	CO1		Remember	My Institute	PSS models combine the provision of both physical products and related services as a bundle.	Correct	PSS models involve the sale of physical products without any associated services.	Incorrect	PSS models focus solely on providing intangible services without any physical products.	Incorrect	PSS models exclusively offer services and do not involve the sale of any products.	Incorrect		
A	SINGLE-CORRECT	1	Which three management functions are central to meeting the needs of service customers?	CO1		Remember	My Institute	Operations, Marketing, and Human Resource	Correct	Finance, Marketing, and Human Resource	Incorrect	Operations, Finance, and Supply Chain	Incorrect	Operations, Marketing, and Finance	Incorrect		
A	SINGLE-CORRECT	1	What is the term used for characteristics that customers find difficult to evaluate even after consumption?	CO1		Remember	My Institute	Search attributes	Incorrect	Experience attributes	Incorrect	Credence attributes	Correct	Capital attributes	Incorrect		

A	SINGLE-CORRECT	1	Among the following service situations, in which scenario would customers have the greatest level of involvement or participation?	CO1		Remember	My Institute	Traveling on an Airplane	Incorrect	Dining at a local barbecue restaurant	Incorrect	Attending a symphonic orchestra concert	Incorrect	Undergoing gall bladder removal surgery	Correct		
A	SINGLE-CORRECT	1	Which of the categories under the non-ownership framework of services does "toll roads" fall under?	CO1		Remember	My Institute	Contractual goods services	Incorrect	Labor and expertise contracts	Incorrect	Access to shared physical environments	Correct	Access to and usage of systems and networks	Incorrect		
A	SINGLE-CORRECT	1	The _____ is used to illustrate factors that influence service experience, including those that are visible and invisible to the consumer.	CO1		Remember	My Institute	Service model	Correct	Theater Metaphor	Incorrect	Moments of Truth	Incorrect	Zone of Tolerance	Incorrect		
A	SINGLE-CORRECT	1	Service companies that focus primarily on these three strategies are more preferred:	CO1		Evaluate	My Institute	Advertising, promotional events, and service quality.	Incorrect	Customer satisfaction, market research, and service variety.	Incorrect	Customer satisfaction, service quality and prompt recovery from failure.	Correct	Return on Investment, revenue generation, and service productivity.	Incorrect		
A	SINGLE-CORRECT	1	An auto repair service has a coffee machine and magazines in its waiting room and offers pick-up and delivery from customers' places of work. These are best examples of	CO1		Remember	My Institute	The facilitating service elements through augmentation	Incorrect	The enhancing service elements through convenience/hospitality	Correct	The enhancing service elements of augmentation	Incorrect	The support service elements of atmospherics	Incorrect		
A	SINGLE-CORRECT	1	Which of the following is not an appropriate approach to redesign services?	CO1		Remember	My Institute	Shift to self service	Incorrect	Deliver direct service	Incorrect	Eliminate non value adding steps	Incorrect	Increase price of service to customers	Correct		

A	SINGLE-CORRECT	1	Which of the following is an example of stretch and shrink to manage capacity?	CO1		Remember	My Institute	Queuing system in a salon	Incorrect	Charge lower price for weekdays in restaurants	Incorrect	Charge higher price for weekends in cinemas	Incorrect	Allow passengers to stand while travelling in buses during rush hours	Correct		
A	SINGLE-CORRECT	1	Which one of the following is usually the most difficult cost to calculate?	CO1		Remember	My Institute	Waiting cost	Correct	Service cost	Incorrect	Material cost	Incorrect	Facility cost	Incorrect		
A	SINGLE-CORRECT	1	Reliability, ease of use, and customer support are considered as part of _____.	CO1		Remember	My Institute	Search attributes	Incorrect	Luxury attributes	Incorrect	Experience attributes	Correct	Credence attributes	Incorrect		
A	SINGLE-CORRECT	1	Which of the following listed below is not according the psychological principles of waiting in line?	CO1		Remember	My Institute	Unoccupied time feels longer than occupied time	Incorrect	Occupied time feels longer than unoccupied time	Correct	Uncertain waits are longer than known finite waits	Incorrect	Unexplained waits are longer than explained waits	Incorrect		
A	SINGLE-CORRECT	1	When customers experience positive disconfirmation, they are likely to:	CO1		Remember	My Institute	Become indifferent to the brand	Incorrect	Lower their future expectations	Incorrect	Complain about the product/service	Incorrect	Feel satisfied and delighted with the experience	Correct		
A	SINGLE-CORRECT	1	A recently opened dental office has displayed all of the certifications, honors, and affiliations the dentist has received from the relevant regulatory bodies. This is an example of managing intangibility risk in marketing communication through _____.	CO2		Analyze	My Institute	Advertisement	Incorrect	Offering guarantee	Incorrect	Free trial	Incorrect	Display of credentials	Correct		

A	SINGLE-CORRECT	1	Which dimension of service quality involves the ability of a service provider to consistently deliver accurate and dependable services?	CO1		Remember	My Institute	Reliability	Correct	Assurance	Incorrect	Empathy	Incorrect	Responsiveness	Incorrect		
A	SINGLE-CORRECT	1	What is the primary distinction between "Customer Feedback" and "Word of Mouth" in the context of business?	CO1		Remember	My Institute	Customer Feedback involves unsolicited opinions, while Word of Mouth is solicited through surveys.	Incorrect	Customer Feedback is collected through social media, while Word of Mouth is collected through customer support channels.	Incorrect	Customer Feedback refers to positive comments, while Word of Mouth refers to negative comments.	Incorrect	Customer Feedback is communicated directly to the company, while Word of Mouth involves customers sharing opinions with others.	Correct		