

G L Bajaj Institute of Management and Research

PGDM Batch 2020-22

Academic Session 2021-22

Mid Term Quiz

Batch 2020-2022

Subject Name

Subject Code PG003

Name of Student Service Operaation Management

Maximum Marks: 40

Marks Obtained

Note:

1. Writing anything except Roll Number on Quiz paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. There is no negative marking for wrong answer.
3. Tick mark the correct answer.

Q1 Which of the following is not a distinct characteristic of services \_\_\_\_\_?(CO1)

- A Inconsistency
- B perisabilty
- C intangibility
- D inseperability

Answer Key :A

Q2 Services are typically produced and consumed simultaneously. This is an example of the \_\_\_\_\_ characteristic of services.(CO2)

- A perisabilty
- B intangibility
- C inseperability
- D varibility

Answer Key :C

Q3 Services cannot be stored. This describes the \_\_\_\_\_ characteristic of services.(CO1)

- A perisabilty
- B intangibility
- C inseperability
- D varibility

Answer Key :A

Q4 \_\_\_\_\_ describes employees' skills in serving the client.(CO1)

- A Interative marketing
- B External marketing
- C communication marketing
- D relationship marketing

Answer Key :A

Q5 The services a customer expects are called the \_\_\_\_\_ service package.(CO1)

- A primary
- B augmented
- C secondary
- D perceived

Answer Key :A

Q6 Added features to an offering are called \_\_\_\_\_ service features.(CO1)

- A primary
- B augmented
- C secondary
- D perceived

Answer Key :C

Q7 Because a physical product does not exist, the \_\_\_\_\_ of the service provider's are especially important.(CO1)

- A colour
- B logo
- C branding
- D facilities

Answer Key :D

Q8 The most important determinant of service quality is:(CO1)

- A empathy
- B tangibles
- C assurance
- D Reliability

Answer Key :D

Q9 What type of process would a Cement plant be most likely to use?(CO2)

- A Continuous flow
- B Project c
- C Job shop
- D Flow shop

Answer Key :A

Q10 Process selection is primarily considered during:(CO1)

- A Planning
- B Organizing
- C Leading
- D Controlling

Answer Key :A

Q11 Process layout is used for:(CO1)

- A Repetitive processing
- B Intermittent processing
- C Both (a) and (b)
- D Neither (a) nor (b)

Answer Key :A

Q12 Which of the following is not a type of operations?(CO1)

- A goods production
- B storage/transportation
- C entertainment
- D all the above involve operations

Answer Key :D

Q13 Measurements taken at various points in the transformation process for control purposes are called:(CO1)

- A plans
- B directions
- C controls
- D feedback

Answer Key :D

Q14 Which of the following would not be an operations activity in a fast-food restaurant?(CO2)

- A Advertising new salad dishes
- B Purchasing tomatoes
- C Planning the layout of the serving areas
- D Cooking panir palak and dal makhani

Answer Key :A

Q15 Budgeting, analysis of investment proposals, and provision of funds are activities associated with the function.(CO2)

- A operation
- B marketing
- C purchasing
- D finance

Answer Key :A

Q16 Which one of the following would not generally be classified under the heading of transformation?(CO2)

- A assembling
- B teaching
- C staffing
- D farming

Answer Key :C

Q17 Product design and process selection are examples of decisions.(CO1)

- A financial
- B marketing

- C system design
- D system operation

Answer Key :C

Q18 Which of the following is an example of a Service Business?(CO1)

- A Law firm
- B hospital
- C bank
- D all the above

Answer Key :D

Q19 Which is not a significant difference between manufacturing and service operations?(CO1)

- A cost per unit
- B uniformity of output
- C labor content of jobs
- D Measurement of productivity.

Answer Key :D

Q20 Which of the following is not a characteristic of service operations?(CO2)

- A intangible output
- B high customer contact
- C high labor content
- D easy measurement of productivity

Answer Key :D

Q21 Service strategy development begins by selecting which of the following as an operating focus or performance priority?(CO1)

- A Price
- B Quality
- C Variety
- D All of the above

Answer Key :D

Q22 Which of the following “best practices emphasized by service executives” had the highest mean emphasize rating?(CO2)

- A Leadership
- B Accessibility
- C Quality values
- D d. Customer orientation

Answer Key :B

Q23 Operations and sales are the two- functions in businesses.(CO1)

- A strategic
- B tactical
- C support
- D line

Answer Key :D

- Q24 Service is much more than the point of staff-customer interaction, known as.(CO1)
- A Service encounter
  - B moment of truth
  - C both of them
  - D None of them

Answer Key :C

- Q25 Service operation managers are responsible for:(CO1)
- A large proportion of the organisational assests
  - B delivering services to the customers
  - C success of the organisation
  - D All of the above

Answer Key :D

- Q26 Good service operation management, will deliver:(CO2)
- A better for the customer
  - B better for the staff
  - C better for the organisation
  - D All of the above

Answer Key :D

- Q27 What are the key challenges faced by service operation managers?(CO1)
- A Understanding the customer perspectives
  - B Managing customers
  - C Managing real time
  - D All of the above

Answer Key :D

- Q28 Providing consistent service to a wide variety and high volume of customers.(CO2)
- A B2B
  - B B2C
  - C B2G
  - D G2C

Answer Key :B

- Q29 Operational process design is influence by two parameter.(CO2)
- A volume and capability
  - B volume and complexity
  - C volume and variety
  - D capabilty and complexity

Answer Key :C

- Q30 Which statement is incorrect?(CO1)
- A Commodity(High volume and High variety)
  - B Capability(low volume and high variety)
  - C Simplicity(low volume and low variety)
  - D Complexity(High volume and High variety)

Answer Key :A

- Q31 Challenges in working with other management functions.(CO1)
- A lack of strategic influence
  - B limited focus on innovation
  - C Both of them
  - D None of them

Answer Key :C

- Q32 A service concept is more \_\_\_\_\_ than a business model, deeper than a \_\_\_\_\_, more complex than a good \_\_\_\_\_, more solid than a \_\_\_\_\_.(CO1)
- A emotional, brand, vision, idea
  - B emotional, brand, idea, vision
  - C emotional, vision, idea, brand
  - D idea, emotional, brand, vision

Answer Key :B

- Q33 Customers is a recipient is know as\_\_\_\_\_.(CO1)
- A co-creator
  - B co-producer
  - C Both of them
  - D None of them

Answer Key :C

- Q34 \_\_\_\_\_ attempt to integrate the communication between the customers and company.(CO2)
- A CRM
  - B Service provider
  - C Service received
  - D None of them

Answer Key :A

- Q35 What is important for developing cloient loyalty?(CO1)
- A good operational performance
  - B Service delivery
  - C Both of them
  - D None of them

Answer Key :C

- Q36 The servicescape is describes the \_\_\_\_\_ and \_\_\_\_\_ surrounding in which a sercive is both \_\_\_\_\_ and \_\_\_\_\_.(CO2)

- A physical, created, informational, provided
- B physical, informational, created, provided
- C physical, created, provide, informational
- D informational, created, provided, physical

Answer Key :B

Q37 \_\_\_\_\_process directly interact with the customers and create customer's experience.(CO2)

- A Back-office
- B Front office
- C Both of them
- D None of them

Answer Key :B

Q38 Service operation managers manage the total chain of process consist of. (CO2)

- A Front-office
- B Back-office
- C External service providers
- D All the above

Answer Key :A

Q39 \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, help to identify the extent of variety in service process.(CO2)

- A runners, repeaters, customers
- B runners, repeaters, strangers
- C runners, repeaters, service providers
- D None of them

Answer Key :B

Q40 Technology is service process design includes:(CO1)

- A increase reliability
- B streamline the service
- C Both of them
- D None of them

Answer Key :C