

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO (any one)	Bloom's Taxonomy Level (any One most relevent only)
A	obj	1	___ is not an element of physical evidence	Employee dress	Employee training	Equipment	Facility Design	B	CO1	L1
A	obj	1	_____ is not an element of People.	Motivation	Teamwork	Flow of activities	Customer Training	C	CO1	L2
A	obj	1	_____ is the difference between customer expectations and perceptions	Customer Delight	Customer Satisfaction	Customer Gap	The Supplier Gap	C	CO1	L2
A	obj	1	Evaluation of Medical Diagnosis service is mainly depends on _____	High in experience quality	High in credence quality	High in search quality	Both A & C	B	CO1	L2
A	obj	1	_____ is defined as the caring, individualized attention that the firm provides to its customers.	Empathy	Responsiveness	Sympathy	Assurance	A	CO1	L1
A	obj	1	Which of the following is not a type of Service encounters?	Remote encounters	Phone encounters	Face to Face encounters	Check in encounters	D	CO1	L2
A	obj	1	Distinct characteristic of services is _____	Inseparability	Perishability	Intangibility	Variability	C	CO1	L2
A	obj	1	In Services Marketing, All of the following are examples of services except _____	Insurance & Banking	Income Tax Filing	Salon	Computer Software	D	CO1	L2
A	obj	1	Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called _____	Place Mix	Physical Evidence Mix	Process Mix	People Mix	C	CO1	L2
A	obj	1	_____ is a tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view	Front End Planning	Service Blueprinting	Service Standardization	None of These	B	CO1	L2
A	obj	1	_____ is the physical surroundings or the physical facility where the service is produced, delivered and consumed.	Servicespace	Servicescape	Serviceplace	Servicescope	B	CO1	L2
A	obj	1	_____ is the culture where an appreciation for good service exists and where giving good service to internal as well as ultimate, external customers is considered a natural way of life and one of the most important norms by everyone.	Service Culture	Corporate Culture	Service Triangle	Service Quality Dimensions	A	CO1	L2
A	obj	1	A triangle of Company, Customers, Employees, Internal Marketing, External Marketing communications and Interactive marketing is known as.....	Marketing Triangle	Service Triangle	Communication Triangle	Both A & B	B	CO1	L1
A	obj	1	_____ is NOT accepted as being part of the extended marketing mix for services.	Promotion	Place	Product	Practice	D	CO1	L1
A	obj	1	The unique service characteristic that reflects the interconnection between the service firm and its customer is called _____.	Intangibility	Inseparability	Perishability	Ubiquity	B	CO1	L1
A	obj	1	_____ is mainly deals with the inability to inventory services	Intangibility	Perishability	Inseparability	Tranquility	B	CO1	L1
A	obj	1	Which of these statements can be called as false	Services cannot be touched and seen in the same manner as goods	Consumer judgments about services tend to be more subjective than objective.	Customers Involvement affects the Service Quality	Services are first Produced, then Sold, then Consumed.	D	CO1	L2
A	obj	1	Which of the following is not one of the service encounter themes	Spontaneity	Adaptability	Responsiveness	Recovery	C	CO1	L2
A	obj	1	Which of the following statements pertaining to inseparability is false	As customer contact increases, efficiency of the firm decreases	Customer can affect the type of service desired	Customer can affect the length of the service transaction	Customer can affect the cycle of demand	A	CO1	L2
A	obj	1	Which of the following strategies increases the supply of the service available to the customers	Creative Pricing Strategies	Reservation System	Capacity Sharing	Developing Complementary services	B	CO2	L2
A	obj	1	Customer Satisfaction can be defined by comparing _____	Predicted Services and Perceived Services	Predicted Services and Desired Services	Desired Services and Perceived Services	Adequate Services and Perceived Services	C	CO2	L1
A	obj	1	The demand strategy in which service providers utilize their down time by marketing to different segments with different demand patterns is associated with which of the following	Creative Pricing Strategies	Reservation System	Capacity Sharing	Developing Complementary services	C	CO2	L2
A	obj	1	The _____ dimension is an assessment of the firm's consistency and dependability in service performance	Empathy	Responsiveness	Assurance	Reliability	D	CO2	L2
A	obj	1	Minimizing the amount of role conflict and role ambiguity experienced by employees will help reduce _____	Knowledge Gap	Standard Gap	Delivery Gap	Communication Gap	C	CO2	L3

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO (any one)	Bloom's Taxonomy Level (any One most relevent only)
A	obj	1	Service customers tends to be more loyal than goods customers as	More Choices are available	Brand loyalty reduces the Perceived risk	Each service provider provides many brands	Location of the provider is the major driver in the customer selection process.	B	CO2	L2
A	obj	1	Amit wants to be a dog groomer. He enrolled in a training academy called "Smart canine" to learn the dogs grooming. The moment Amit attended the introduction class at the training academy was an example of	Survive inquiry	Service path crossing	Service blueprint	Service Encounter	D	CO2	L2
A	obj	1	You went to a hotel for a night stay where AC cooling was not that adequate and after your complaint, as part of the service recovery effort the manager promptly refunded your money, but threw the money at you. This recovery act violates customer's _____justice need.	Interactional	Ethical	Social	Procedural	C	CO2	L3
A	obj	1	Which of the following is not a part of developing the service blueprint	Seeking Script from both customers and employees	Segmenting customers based on the content of the script	Identifying steps in the process where the system can go wrong	Calculating the time frame for service execution.	C	CO2	L3
A	obj	1	Arahant Tax Solutions prepares income tax forms for the customers. As customer avoid filing their taxes until the last minutes. In order to smoothen the demand, the company has introduced an offer -"Opportunity to win double the amount of their tax refund" who avail the services early. This very strategy is to deal with the _____nature of services.	Standardization.	Perishability	Heterogeneous	Tangible	B	CO2	L3
A	obj	1	Favorable customer response to environmental stimuli are characterized by approach behavior, which includes_____	A desire to stay in the Market	A Desire to explore many products	A desire to communicate with Society	Feeling of Satisfaction	B	CO2	L2
A	obj	1	While developing servicescape, firms recognize that their physical environment will affect employees and customers. This is primarily due to	It reflects Quality in all respect	Intangibility	Heterogeneity	Perishability	A	CO2	L2
A	obj	s	_____is the customers composite of mental images of the service firms' physical facilities.	Internal Response to Moderators	Perceived Servicescape	Cognitive Response	Emotional Response	B	CO2	L2
A	obj	1	The emotional State of pleasure-displeasure, arousal-non-arousal, and dominance -submissiveness are type of _____	A internal response moderator	The holistic environment	Individual behaviors	Social Interactions	C	CO2	L2
A	obj	1	Planning and implementing promotional activities is most difficult for which of the following services	Public Sector	NGO	Education Industry	Leisure Service Industry	B	CO2	L2
A	obj	1	Consumer's attitude and moods are part of _____	Internal Response to Moderators	Individual approach behaviors	Emotional customer Response	Physiological customer response	C	CO2	L2
A	obj	1	Which of the following statement is false regarding the service Location.	The firm's facility should be compatible to its surrounding environment	The actual location of high contact services should be close to the street as possible	Low contact firms should consider moving sites that are closer to source supply, transportation and labour	Location decision should consider the amount of customer involvement necessary to provide the services	A	CO2	L2
A	obj	1	Mr. Amit Kumar, a bank counter staff is uncomfortable doing the task of selling services to customers as he perceives himself as bank counter staff rather than a sales person. This is a conflict called_____	Person/Role Conflict	Channel Conflict	Organization/Client Conflict	Inter Client Conflict	A	CO2	L2
A	obj	1	_____ provides discretion to frontline employees in services to meet the needs of customer's creatively.	Service Culture	Empowerment	Good ServiceScape	Ambient Condition	B	CO2	L2
A	obj	1	Netflix offer all the right shows as per customer's expectations but the streaming quality level isn't high enough. Which Kind of service Gap is this?	Customer Gap	Listening Gap	Service Design & Standard Gap	Service Performance Gap	C	CO2	L2

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO (any one)	Bloom's Taxonomy Level (any One most relevent only)
A	obj	1	Which of the following is true for Service Profit chain: 1) Employee retention leads to employee satisfaction. 2) Firm's profitability leads to customer satisfaction. 3) Employee satisfaction leads to customer Customer Loyalty. 4) Customer Loyalty leads Customer satisfaction and profitability	1	1 and 2	3 and 4	all of these	C	CO2	L2