

G L Bajaj Institute of Management and Research

PGDM Batch

Academic Session 2022-23

Mid Term Quiz

Batch: 2021-23

Subject Name: SOM

Subject Code: PGO-32

Name of Student:

Maximum Marks: 20

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.

S.No.	Question	Correct Answer	Marks	Answer Choices	Answer Choices	Answer Choices	Answer Choices	CO	Bloom's Taxonomy Level
				A	B	C	D		
1	Unsold service time is "lost", that is, it cannot be regained.	B	0.5	Intangibility	Perishability	Inseparability	none of the above	CO1	L1, L2
2	Companies manage their supply chains through	C	0.5	Transportation modes	Competitors	Information	Internet	CO1	L1, L2
3	Which of the following statement is not true in the case of goods?	A	0.5	Intangibility	Tangibility	Physical shape	none of the above	CO1	L1, L2
4	Consulting is an example of	C	0.5	Pure Goods	Mix of Goods and Services	Pure Services	none of the above	CO2	L1, L2
5	Psychological benefits with the Status of IIT degree is an example of	A	0.5	Implicit Services	Explicit Services	Mix of Goods and Services	none of the above	CO2	L1, L2
6	.....is measure of the quantity of output per unit of input.	A	0.5	Productivity	Sociability	Marketability	Inseparability	CO1	L1, L2
7	Intermediaries play an important role in matching	A	0.5	supply and demand	dealer with customer	manufacturer to product	information and promotion	CO1	L1, L2
8	Value Chain Model was proposed by	C	0.5	Icarus	Peter Drucker	Michael Porter	none of the above	CO1	L1, L2
9	Warranty, Education and Training are part of	D	0.5	Operation	Inbound Logistics	Outbound Logistics	Servicing	CO2	L1, L2
10	the physical surroundings of the service system	D	0.5	Surroundings	Warehouse	Space	Servicescape	CO1	L1, L2
11	Henry Ford is noted for his contributions to	C	0.5	Quality control	Scientific management	Assembly line operations	Standardization of parts	CO1	L1, L2
12	Standardization of Services is difficult	C	0.5	It depends	FALSE	TRUE	none of these	CO1	L1, L2
13	Jewellery and Cosmetics are the examples of	A	0.5	Process Layout	Fixed Position Layout	Product Layout	Office Layout	CO1	L1, L2
14	Facility Location Decision is	B	0.5	Competitive	Strategic	Both (a) and (b)	none of the above	CO1	L1, L2
15	Process selection is primarily considered during	C	0.5	Leading	Organizing	Planning	Controlling	CO1	L1, L2
16	Direct contact with customer	A	0.5	Service Employee	Contractual Employee	Both (a) and (b)	none of the above	CO1	L1, L2
17	High Attrition Rate depends on	D	0.5	employee satisfaction	motivation	leadership	all the above	CO1	L1, L2
18	Regional factors for location planning include all of the following except	D	0.5	Raw materials	Markets	Labor considerations	Attitudes	CO1	L1, L2
19	Services to be offered at new location is a part of	A	0.5	Growth Strategy	Expansion Strategy	Demand Strategy	none of the above	CO1	L1, L2

20	Which layout is an arrangement of departments, people or workers and their equipment so as to maximize the flow of information among people, effectively utilize the space and maximize employee or worker productivity.	B	0.5	Process Layout	Office Layout	Retail Store Outlet	none of the above	Co2	L1, L2
21	Site Selection decision	A	0.5	Micro Decision	Macro Decision	neither (a) or (b)	all the above	CO1	L1, L2
22	Technology choices seldom affect:	A	0.5	Union activity	Productivity	Costs	quality	CO1	L1, L2
23	Which of the following is an example of a Service Business?	D	0.5	Law firm	Hospital	Bank	all the above	CO1	L1, L2
24	Outsourcing is _____?	C	0.5	Only related to manufacturing operations.	The same as a make-or-buy decision.	Moving the production of goods or services from in-house to an external supplier.	Setting up a supplier of a new product or service	CO1	L1, L2
25	Service processes that are devoted to producing knowledge- based or advice – based services are called	A	0.5	Professional services	Value services	Customer-centric services	none of the above	CO1	L1, L2
26	In Service Operations management the term BOR means	A	0.5	Bill of Resources	Bottom of Readiness	Basics of Resources	none of the above	CO1	L1, L2
27	Infrastructure services include	D	0.5	Communication	Transportaion	Banking	all the above	CO1	L1, L2
28	Personal service includes	D	0.5	Health care	Restaurants	Hotels	all the above	CO1	L1, L2
29	Service – Dominant logic explains	B	0.5	Shows manufacturing capabilities	The basis on which the consumer's take decisions to avail of the service	Talks about inventory quantities	All of the above	CO1	L1, L2
30	Ambient conditions refer to the	B	0.5	atmospheric or environmental conditions of a service place	peripheral conditions	Layout	none of the above	CO1	L1, L2
31	Signs, Symbols and artefacts represents	A	0.5	rules of behavior	Direction	whereabouts	none of the above	CO2	L1, L2
32	Non Ownership of services is referred to when the service provider	C	0.5	Obtains temporary right to exclusive use of Vehicles , tools , etc	Hires other people to do the job.	Both (a) and (b)	none of the above	CO1	L1, L2
33	Flexibility Service means	C	0.5	to protect the assets	drive the parameters of service design	adaptable to changing customer and environment conditions	none of the above	CO1	L1, L2
34	To manage increased demand	C	0.5	Range	Growth Strategy	Expansion Strategy	none of the above	CO1	L1, L2
35	In the service process matrix for a Service Shop	B	0.5	The degree of interaction and customization is low	The degree of interaction and customization is high	The degree of labour intensity is High	all the above	CO1	L1, L2
36	How suppliers create pressure?	D	0.5	Demand for higher prices.	Challenges in getting good quality product.	Labor skill or workforce skill: a very important supply resource in service industry.	all the above	CO1	L1, L2
37	Security means	A	0.5	to protect the assets	drive the parameters of service design	adaptable to changing customer and environment conditions	none of the above	CO1	L1, L2
38	Location Selection decision	B	0.5	Micro Decision	Macro Decision	neither (a) or (b)	all the above	CO1	L1, L2

39	Demographics means	A	0.5	statistical data relating to the population and particular groups within it	Change in logistics	Change in production technology	none of these	CO1	L1, L2
40	Service innovation refers	D	0.5	Changing the process of service	Adding value to the customer through new service design	it can add value to existing services	all the above	CO1	L1, L2