

**Sample Question Paper**

**Subject - Services Marketing**

**Subject code 640**

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

Q.1 PEST analysis studies a company's \_\_\_\_\_ and its acronym stands for: \_\_\_\_\_ analysis.

1. Internal environment; Position, Economy, Technological and Socio-cultural
2. External environment; Political, Economic, Technology and Social
3. Customers; Political, Economic; Trends and Society
4. Competitors; Poverty, Economy, Tertiary and Segments

**Correct Answer :-** External environment; Political, Economic, Technology and Social

Q.02 Service is "an activity or benefit that one party can offer to another that is essentially \_\_\_\_\_ and does not result in the ownership of anything.

1. Intangible
2. Costly
3. Tangible
4. Measurable

**Correct Answer :-** Intangible

Q. 3 An example of a tangible service directed to the possession of the customer would be:-

1. Staying in a hotel
2. Fortune telling
3. Car wash service
4. Investment and wealth management session by a banker

**Correct Answer :-** Car wash service [Option ID = 1771520]

Q. 4 In SWOT analysis, Opportunities and threats stem primarily from:-

1. The internal environment
2. The external environment
3. The marketing plan
4. The marketing strategy

**Correct Answer :-** The external environment

Q. 5 Which is the industry which helps to create millions of job opportunities (direct and induced employment) in various sectors such as telecom, IT, etc.?

1. BPM (Business Process Management)
2. BPO
3. KPO
4. None of these

**Correct Answer :-** BPO

Q. 6 "\_\_\_\_\_ a new product should not be introduced in the market before the service is thought about and tested." because \_\_\_\_\_. Select the most appropriate reason.

1. A customer does not know what kind of service they would get and its value to them
2. Service comes before a product in terms of its importance from a customer perspective
3. Testing a service before introducing the product in the market is cost effective for the organization
4. Service is simple to be tested in the market rather than the product

**Correct Answer :-** A customer does not know what kind of service they would get and its value to them

Q. 7 An analysis of Factors which drive the growth of a service as a key driver to India's economy and population are:-

1. The government policies
2. The requirement of the service
3. The competitors
4. Changing work force demographics (more women working and hence requirement of services such as childcare, housekeeping service are in demand)

**Correct Answer :-** Changing work force demographics (more women working and hence requirement of services such as childcare, housekeeping service are in demand)

Q. 8 Which one of this is not a part of the Primary Data?

1. Focus groups
2. Internal MIS
3. Personal & Telephone Interviews
4. Survey

**Correct Answer :-** Internal MIS

Q. 9 In an organization the record of customer complaints are an example of:-

1. External secondary data
2. Internal secondary data
3. External primary data
4. Marketing information systems

**Correct Answer :-** Internal secondary data

Q. 10 According to the Kellogg School of Management, the process of developing a marketing strategy is to:-

1. Create customers
2. Meet the expectations of the customers
3. Design the right service standards
4. To address all the gaps in customer service

**Correct Answer :-** Create customers

Q. 11 Which of the following is not a part of Physical evidence?

1. Employee Training
2. Employee Dress
3. Equipment
4. Facility Design

**Correct Answer :-** Employee Training

Q. 12 There are several factors which influence the customer's decision making. One of the most critical factors is:-

1. Feedback or inputs from Friends and Family
2. The price of the service or the product
3. The accessibility factor
4. The quality factor

**Correct Answer :-** Feedback or inputs from Friends and Family

Q. 13 Once the customers and their needs are identified the organization would:-

1. Save cost on marketing the product or service to the customer
2. The marketing plan would be easy to make
3. Strategies could be easily aligned to the market requirements
4. Would be able to design a quality service standard

**Correct Answer :-** Save cost on marketing the product or service to the customer

Q. 14 An organization would not benefit from a loyal customer if:-

1. The customer has been with the organization and is delivering value or revenue to the organization
2. The customer has been with the organization but also experiences the competitors services
3. The customer promotes the organizations products and services to his/her friends
4. The customers are the brand ambassadors of the organization

**Correct Answer :-** The customer has been with the organization but also experiences the competitors services

Q. 15 Some of the organizations such as banks are using features to enhance their service delivery, improve the service experience and reduce cost of service to customers. One such feature is:-

1. Structured training
2. Selecting the right people for the right job
3. Providing online services
4. Leveraging technology to provide services

**Correct Answer :-** Leveraging technology to provide services