

Services Marketing

1. The design process of developing a corporate image consists creating a:-
 - (a) Mission statement
 - (b) Vision statement
 - (c) **Visual statement**
 - (d) Value system

2. The technology is used as a useful tool to circumvent trade barriers.
 - (a) **True**
 - (b) False

3. Annual plan control is also called as:-
 - (a) Strategic control
 - (b) Profitability control
 - (c) Marketing audit
 - (d) **Performance control**

4. The service organizations which needs high contact personnel are:-
 - (a) Retailing
 - (b) Post office
 - (c) Banking
 - (d) **Hospitals**

5. Corporate as well as _____ image of the service firm influence the expectations of the customer.
 - (a) International
 - (b) **Local**
 - (c) National
 - (d) Domestic

6. Service sector has shown tremendous growth:-
 - (a) In India
 - (b) In China
 - (c) In U.S.A
 - (d) **All over the world**

7. A service delivery system is concerned with creation and delivery of the service offer with the help of people, process and facilities.

- (a) **True**
- (b) False

8. Pricing decisions are influenced by several departments of a company e.g.:-

- (a) a) Production department
- (b) b) Marketing department
- (c) c) Finance department
- (d) **Both (a) and (b)**

9. The customer's input affect the service firm's productivity in terms of:-

- (a) a) Quality
- (b) b) Quantity
- (c) c) **Satisfaction**
- (d) Both (a) and (b)

10. The perspectives to the physical environment in any services are:-

- [1] Process of operations perspective
- [2] Marketing perspective
- [3] Production perspective
- [4] Networking perception

Select the correct options.

- (a) 3 and 4
- (b) 1, 2 and 3
- (c) 1, 2, 3 and 4
- (d) **1 and 2**