1. The design process of developing a corporate image consists of 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 need 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
[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