

Sample Question Paper

Subject - Services Operation Management

Subject code 625

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 The services sector faces lot of challenges. The stakeholders are mentioned below, which one doesn't fit in to this expression?

1. Government
2. Consumer
3. Religion
4. Financial investor

Correct Answer :- Religion

Q. 2 With a sharp rise in the service sector _____ has been developed as an additional source of revenue for the nation.

1. Service tax
2. Additional custom
3. Tariff
4. LBT

Correct Answer :- Service tax

Q. 3 Combat Cancer Society engages in activities designed to influence attitudes toward smoking.

This type of activity is called _____ marketing.

1. Services
2. Product
3. Social
4. Business

Correct Answer :- Social

Q. 4 Classification of products into goods, services and ideas is determined by the:-

1. Degree of labour intensiveness
2. Type of market
3. Dominant component
4. Skills of the service provider

Correct Answer :- Dominant component

Q. 5 The Indian Government has also taken many policy initiatives to liberalize the FDI policy for the _____.

1. Retail Sector
2. Services sector
3. Both of these
4. None of these

Correct Answer :- Services sector

Q. 6 _____ of rural to semi urban and urban cities is one of the important reasons for the growth of services like real estate businesses, rental and transportations in India.

1. Economic liberalization
2. Economic affluence
3. Rampant migration
4. Market orientation

Correct Answer :- Rampant migration

Q. 7 In the years to come, Service providers will have to ponder over which of the following question.

1. How will supplier impact future growth?
2. Should the organizations go with a few exclusive vendors?
3. Should they deal with multiple vendors?
4. All of these

Correct Answer :- All of these

Q. 8 The Uber Cab service was banned in Delhi because the Cab company could not comply with:-

1. Explicit services
2. Implicit services
3. Both explicit and implicit services
4. None of these

Correct Answer :- Implicit services

Q. 9 Which of the following markets involve decisions such as: what country to enter in to?, How to adopt their product and services and how to price?

1. Consumer markets
2. Business markets
3. Global markets
4. Government markets

Correct Answer :- Global markets

Q. 10 The sales volume at which the service becomes profitable is called as:-

1. Gross margin
2. Break even point
3. Net margin
4. Net profit

Correct Answer :- Break even point

Q. 11 Touch, sight, sound, smell and taste are powerful influences on consumer purchasing. The service experience itself is intangible and is only delivered after the customer is committed to the purchase. Despite the problem with intangibility, customers may choose a service from tangible clues. Which of the following may be considered as tangible clues for the selection of a hotel?

1. Appearance
2. Additional services
3. Customer handling
4. All of these

Correct Answer :- Customer handling

Q. 12 The marketing system in services sector suffers because of:-

1. Lack of skilled manpower
2. Lack of proper systems
3. Inadequate salaries
4. Gender inequality

Correct Answer :- Lack of proper systems

Q. 13 A services capacity can be:-

1. Stored
2. Saved
3. Resold
4. Advertised

Correct Answer :- Advertised

Q. 14 An individual customer's zone of tolerance increases or decreases depending on a number of factors, including company controlled factors such as prices.

1. TRUE
2. FALSE

Correct Answer :- TRUE

Q. 15 Indian service sector enjoyed Foreign Direct Investment (FDI) inflows in the country.

1. TRUE
2. FALSE

Correct Answer :- TRUE