

304- Services Marketing

1. What is the key difference between goods and services?

- a. Goods are tangible, while services are intangible.
- b. Goods are intangible, while services are tangible.
- c. Both goods and services are tangible.
- d. Both goods and services are intangible.

Answer: a. Goods are tangible, while services are intangible.

2. Define the Service-Continuum.

- a. It is the spectrum ranging from pure goods to pure services.
- b. It represents the classification of services based on demand.
- c. It measures the level of customer satisfaction with a service.
- d. It indicates the quality of goods in comparison to services.

Answer: a. It is the spectrum ranging from pure goods to pure services.

3. What are the key classifications of services?

- a. Tangible and intangible services.
- b. Goods and experiences.
- c. Core and supplementary services.
- d. Economic and non-economic services.

Answer: c. Core and supplementary services.

4. Why is there a need for extended marketing mix elements in Services?

- a. To increase the cost of services.
- b. To provide a better understanding of the service offering.

- c. To compete with goods-based businesses.
- d. To simplify the marketing process.

Answer: b. To provide a better understanding of the service offering.

5. What are the traditional elements of the Services Mix?

- a. Product, Price, Place, Promotion.
- b. People, Process, Physical Evidence.
- c. Planning, Production, Profit.
- d. Productivity, Progress, Performance.

Answer: b. People, Process, Physical Evidence.

6. Why is process important in services marketing?

- a. It adds complexity to the service.
- b. It is irrelevant in services.
- c. It ensures consistency and quality in service delivery.
- d. It reduces the involvement of people.

Answer: c. It ensures consistency and quality in service delivery.

6. What is a Service Blueprint?

- a. A visual representation of a service process.
- b. A marketing plan for a service.
- c. A document outlining physical evidence.
- d. A map of customer touchpoints.

Answer: a. A visual representation of a service process.

7. What is the significance of Physical Evidence in Service Marketing?

- a. It has no impact on service perception.

- b. It contributes to the tangible aspects of a service.
- c. It only matters in goods marketing.
- d. It is unrelated to the overall service experience.

Answer: b. It contributes to the tangible aspects of a service.

8. What does the term "High-Contact Services" refer to?

- a. Services that require minimal customer interaction.
- b. Services with a high level of customer involvement.
- c. Services that are exclusively automated.
- d. Services with no physical evidence.

Answer: b. Services with a high level of customer involvement.

9. How does the Service Profit Chain concept relate to people in services marketing?

- a. It emphasizes the importance of automation.
- b. It highlights the role of employees in delivering value.
- c. It focuses on reducing customer interactions.
- d. It suggests minimizing employee involvement.

Answer: b. It highlights the role of employees in delivering value.

10. What is the key focus of Consumer and Organizational Behavior in Services?

- a. Understanding competitors.
- b. Analyzing market trends.
- c. Understanding customers and collaborators in services.
- d. Examining technological advancements.

Answer: c. Understanding customers and collaborators in services.

11. What are the levels of service quality?

- a. Basic and advanced.
- b. Expected and augmented.
- c. Tangible and intangible.
- d. Normal and exceptional.

Answer: b. Expected and augmented.

12. Which model is commonly used for measuring service quality?

- a. Marketing Mix Model.
- b. ServQual Model.
- c. GAP Model.
- d. Critical Incident Model.

Answer: b. ServQual Model.

13. What is the focus of the Service Recovery process?

- a. Preventing service failures.
- b. Identifying customer complaints.
- c. Resolving issues after a service failure.
- d. Improving employee performance.

Answer: c. Resolving issues after a service failure.

14. How do understanding demand patterns contribute to managing capacity in services?

- a. It is irrelevant to capacity management.
- b. It helps in adjusting prices.

- c. It assists in matching capacity with demand.
- d. It only impacts product-based businesses.

Answer: c. It assists in matching capacity with demand.

15. What are the bases for segmentation of services?

- a. Geographic, Demographic, Psychographic.
- b. Product, Price, Promotion.
- c. People, Process, Physical Evidence.
- d. Core, Supplementary, Tangible.

Answer: a. Geographic, Demographic, Psychographic.

16. Why is managing relationships crucial in Services Marketing?

- a. It minimizes competition.
- b. It enhances customer loyalty.
- c. It reduces the need for advertising.
- d. It focuses on product development.

Answer: b. It enhances customer loyalty.

17. What is the service marketing triangle?

- a. Relationship between service quality, customer satisfaction, and perceived value.
- b. Connection between people, process, and physical evidence.
- c. Relationship between customers, employees, and management.
- d. Link between segmentation, targeting, and positioning.

Answer: c. Relationship between customers, employees, and management.

18. What is the significance of STP (Segmentation, Targeting, Positioning) in services marketing?

- a. It is irrelevant in the modern era.
- b. It helps in managing relationships.
- c. It assists in understanding demand patterns.
- d. It enhances service differentiation and customer satisfaction.

Answer: d. It enhances service differentiation and customer satisfaction.

19. What are the challenges for STP of services in the modern era?

- a. Increased competition.
- b. Lack of technological advancements.
- c. Limited customer expectations.
- d. Inefficient pricing strategies.

Answer: a. Increased competition.

20. What is the focus of the new service marketing paradigm?

- a. Product-centric approach.
- b. Customer-centric approach.
- c. Technology-centric approach.
- d. Employee-centric approach.

Answer: b. Customer-centric approach.

21. How do services act as key differentiators?

- a. By lowering prices.
- b. By providing unique and valuable experiences.
- c. By automating processes.
- d. By reducing service encounters.

Answer: b. By providing unique and valuable experiences.

22. What are the new service opportunities mentioned in the context of emerging technologies?

- a. Automation, Virtual Reality, and Augmented Reality.
- b. Traditional marketing methods.
- c. Manual processes and face-to-face interactions.
- d. Limited use of technology.

Answer: a. Automation, Virtual Reality, and Augmented Reality.

23. In which sectors are the applications of service marketing discussed?

- a. Technology and manufacturing.
- b. Health care and education.
- c. Banking and finance.
- d. All of the above.

Answer: d. All of the above.

24. What is the significance of e-services in various sectors?

- a. They complicate service delivery.
- b. They reduce customer interactions.
- c. They provide new opportunities for service delivery.
- d. They are only relevant in the IT sector.

Answer: c. They provide new opportunities for service delivery.

