

TYBMS SEM VI

HR IN Service Sector Management

1. Which of the following statements about the pricing of services (compared to the pricing of goods) is false?
 - A. The demand for services tends to be more elastic than the demand for goods
 - B. Cost-oriented pricing is more difficult for services.
 - C. Comparing prices of competitors is more difficult for service consumers
 - D. Consumers are less able to stockpile services by taking advantage of discount prices

2. Charging customers different prices for essentially the same service is called
 - A. Price discrimination
 - B. Supply and demand.
 - C. Complementary
 - D. Substitutes.

- 3.. Services that occur without interruption, confusion, or hassle to the customer is called
 - A. Seamless service
 - B. Service audit.
 - C. Functional service
 - D. Departmental service

4. The mental energy spent by customers to acquire service is referred to as _____.
 - A. Image costs
 - B. Monetary price.
 - C. Energy costs
 - D. Psychic costs.

5. The unique service characteristic that reflects the interconnection between the service firm and its customer is called
 - A. Intangibility
 - B. Inseparability
 - C. Homogeneity
 - D. Perishability

6. The centralized mass production of services is difficult due to
 - A. Inseparability.
 - B. Intangibility.
 - C. Homogeneity.
 - D. Perishability.

7. Solutions used to minimize the marketing problems attributed to heterogeneity include
 - A. Standardizing or customizing the service
 - B. Using multi-site locations
 - C. Stressing tangible clues

D. Appealing to different market segments with different demand patterns

8. Which of the following strategies increases the supply of service available to consumers?

- A. The use of creative pricing strategies
- B. The use of reservation systems
- C. Capacity sharing
- D. Developing complementary services

9. Customer satisfaction can be defined by comparing

- A. Predicted service and perceived service
- B. Predicted service and desired service
- C. Desired service and perceived service
- D. Adequate service and perceived service

10. The demand strategy in which service providers utilize their downtime by marketing to different segments with different demand patterns is associated with which of the following?

- A. The use of creative pricing strategies
- B. The use of reservation systems
- C. Capacity sharing
- D. Developing complementary services

11. The _____ dimension is an assessment of the firm's consistency and dependability in service performance

- A. Empathy.
- B. Responsiveness.
- C. Assurance
- D. Reliability.

12. Which of the following would not be considered a tangible clue?

- A. The appearance of employees
- B. The appearance of the firm's physical facilities
- C. The smile on an employee's face
- D. The quality of instruction in an educational setting.

13. Minimizing the amount of role conflict and role ambiguity experienced by employees will help reduce the size of this gap is known as _____.

- A. Knowledge gap.
- B. Standards gap
- C. Delivery gap.
- D. Communications gap

14. Fixing the right price for services offered is difficult because of

- A. perishability.
- B. heterogeneity.
- C. inseparability.

D. intangibility.

15. The consumer decision process consists of _____

- A. Stimulus, problem awareness, and purchase stages
- B. Pre-purchase, consumption, and post-purchase stages
- C. Problem awareness, evaluation of alternatives, and post-purchase behaviour
- D. Stimulus, information search, and post-purchase behaviour

16. Service consumers tend to be more brand loyal than goods consumers because

- A. More choices are available
- B. Brand loyalty lowers the amount of perceived risk
- C. Each service provider provides many brands
- D. Location of the provider is the major driver in the consumer selection process

17. Customers ultimately determine the services by.....

- A. The type of competitors.
- B. The levels of marketing effectiveness and operational efficiency
- C. The cycle of fluctuations
- D. The price of the competitors.

18. During a service recovery effort, the employee promptly refunded the customers money but threw the money at the customer. As a result, the recovery effort violated the customers _____ justice need

- A. Interactional
- B. Ethical.
- C. Social.
- D. Procedural

19. The _____ is calculated by dividing the activity time by the number of locations at which the activity is performed.

- A. Service cost per meal
- B. Maximum output per hour
- C. Process time.
- D. Activity time.

20. A buyers perception of value is considered a trade-off between

- A. Product value and psychic cost
- B. Total customer value and total customer cost.
- C. Image value and energy cost
- D. Service value and monetary cost.

21. Total customer value consists of all of the following components except

- A. Product value.
- B. Service value.
- C. Image value
- D. Personnel value.

22. _____ is a firm view toward planning its operations according to market needs
- A. Marketing orientation
 - B. Marketing functions.
 - C. Marketing department.
 - D. Marketing forecast.
23. Service firms often find themselves in a three-cornered fight between
- A. Engineering, production, and accounting
 - B. Marketing, finance, and human resources
 - C. Operations, accounting, and marketing
 - D. Human resources, marketing and operations
- .
24. Customer competencies can be described as
- A. Consumer expectations pertaining to the service delivery process and the final outcome
 - B. Customer perceptions regarding the quality of the outcome
 - C. Customer abilities that enable them to properly evaluate the servicescape.
 - D. The ability to interact effectively with other
25. Costs that are planned and are accrued during the operating period regardless of the level of production and sales are called
- A. Direct variable costs
 - B. Fixed costs.
 - C. Average costs
 - D. Marginal costs.
26. The technique that allows consumers to either buy Service A and Service B together or purchase one service separately is called
- A. Long-term bundling
 - B. Mixed bundling
 - C. Price bundling.
 - D. Product bundling
27. The primary role of a service firm for the customer in the communication mix is to
- A. Confuse customers.
 - B. Inform and remind customers
 - C. Oppose the competitor's claim
 - D. Persuade the dealers.
28. The plan for differentiating the firm from its competitors in consumers' eyes is referred to as the firm's
- A. Communication mix
 - B. Positioning strategy.
 - C. Publicity.
 - D. Target marketing

29. Which one of the following communication approaches would be appropriate during the growth and maturity stages of the product life cycle?

- A. Informational.
- B. Informational and persuasive
- C. Persuasive.
- D. Persuasive and reminder

30. The primary objective of a firms communication mix during the pre-consumption choice stage is to

- A. sell the product
- B. Minimize the perceived risk associated with the purchase
- C. Encourage repeat purchases
- D. Persuasively convince customers why the firms brand is superior to the competitors