



IDEA INSTITUTE OF MANAGEMENT & TECHNOLOGY

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Services Marketing & Customer Relationship Mgt

7:00pm to 9:00pm

Semester – IV (Marketing)

June 12, 2010

SECTION A (ONE MARKS)

- (1) The company will achieve additional profits as a result of introducing the difference.
- (a) importance
 - (b) distinctiveness
 - (c) superiority
 - (d) profitability

Answer : D

- (2) .Which of the following elements is included in marketing mix?

- (a) product
- (b) price
- (c) place
- (d) all of the above

Answer : D

- (3) Percieved service gap.

- (a) consumer expectation
- (b) management perception
- (c) service quality specifications
- (d) expected service

Answer : D

- (4) Planning a corporate mission comes under

- (a) Business Level.
- (b) Product Level
- (c) Promotional Level

(d) Corporate Level

- (5) This is offered to tour operators and travel agents.

- (a) seasonal discounts
- (b) trade discounts
- (c) special discounts
- (d) all of the above

Answer : B

- (6) What is the features of services?

- (a) Intangibility
- (b) Inseparability
- (c) Permissibility
- (d) all of the above

Answer : D

- (7) Which of the following range of factors has been given by Payne?

- (a) types of services
- (b) housing
- (c) physical effects
- (d) all of the above

Answer : A

(8) ___ focuses on the type and usage patterns.

- (a) benefit segmentation
- (b) usage segmentation
- (c) promotional response segmentation
- (d) all of the above

Answer : B

(9) Service quality expectation gap

- (a) consumer expectation
- (b) management perception
- (c) service quality specifications
- (d) expected service

Answer : B

(10) Employee's knowledge courtesy and ability to convey trust and confidence.

- (a) tangibles
- (b) reliability
- (c) assurance
- (d) empathy

Answer : C

(11) Management perception gap.

- (a) consumer expectation
- (b) management perception
- (c) service quality specifications
- (d) expected service

Answer : A

(12) The purpose of _____ statement is to give clear sense of purpose & direction to various stakeholders of the service business.

- (a) Vision
- (b) Mission
- (c) Marketing
- (d) None of the above

Answer : a

(13) CRM means "goal of keeping the customer for the long term _____".

- (a) Target business
- (b) Benefit of the customer
- (c) benefit of the organization
- (d) none of the business

Answer : b

(14) _____ promotion is regarded as practical method of stimulating sales over a period whilst a particular promotion is running.

- (a) Product
- (b) Marketing
- (c) Sales
- (d) None of the above

Answer : c

_____ is one of the main forms of impersonal communications used by service firms.

- (a) Advertising
- (b) Product selling
- (c) Marketing
- (d) All the above

Answer : a

(16) _____ discounts offered to tour operators & travel agents.

- (a) Seasonal
- (b) Trade
- (c) Off season
- (d) Special

Answer : c

(17) ___of portfolio model.

- (a) instant access
- (b) visual presentation
- (c) full integration
- (d) full security

Answer : B

(18) It should have an achievement day attached to it.

- (a) relevant
- (b) specific
- (c) measurable
- (d) time bound

Answer : D

(19) Which of the following are included in the market standing?

- (a) customers service levels
- (b) capital
- (c) to replace assets
- (d) all of the above

Answer : A

(20) _____ is defined as the caring & individualized attention the firm provides to the customer.

- (a) Sympathy
- (b) Empathy
- (c) Condolence
- (d) Assurance

Answer : d

() SECTION B

(21) Which of the following is the key support activities of the marketing plan?

- (a) establish a marketing task force
- (b) use external consultants
- (c) both a and b
- (d) none of the above

Answer : C

___divides customers according to where they live or work and correlate this with other variables.

- (a) demographics segmentation
- (b) psychographic segmentation
- (c) geographic segmentation
- (d) all of the above

Answer : C

(23) ___has a list of activities, which are to be carried out to achieve set targets by application if strategy selected

- (a) environmental analysis
- (b) market trends and attractiveness
- (c) action programmes
- (d) none of the above

Answer : C

(24) The process dimension in terms of the interaction between the customer and the service provider.

- (a) technical quality
- (b) functional quality
- (c) both a and b
- (d) none of the above

Answer : B

(25) This classification contrasts the nature if demand fluctuations over time and the extent to which the supply is constrained

- (a) nature of the service act
- (b) relationship with customer
- (c) customization and judgment in service delivery
- (d) nature of demand and supply for services

Answer : D

(26) _____ considers how customers respond to a particular form of promotional activity.

- (a) Marketing response segmentation
- (b) Promotional response segmentation
- (c) Product response segmentation
- (d) Service response segmentation

Answer : b

(27) Cosmetic alteration of tangible elements of the service product is called _____.

- (a) Style changes
- (b) Tangible changes
- (c) Cosmetic changes
- (d) All the above

Answer : c

(28) _____ are simply the objects & _____ are simply the provision of such information of goods by the seller & the buyer.

- (a) Service , goods
- (b) Goods, quality

Goods, service

(d) service, quality

Answer : c

(29) _____ framework represents a practical & proven approach for developing & refining services marketing plan.

(a) Marketing Planning

(b) Product Planning

(c) Sales planning

(d) None of the above

Answer : a

(30) What are the main applications of CRM activities?

(a) web-based /traditional marketing campaign

(b) lead tracking

(c) both a and b

(d) none of the above

Answer : C

(31) CRM is to achieve:

(a) increased customer satisfaction

(b) increased retention and loyalty

(c) higher lead conversation

(d) all of the above

Answer : D

() SECTION C

(32) Mr. Chender Baljee is the chairman of _____ group of Hotels. Ahmedabad is the

centre of Marriot in India

(a) Cama Hotel , 12

(b) Royal Orchid, 10

(c) Lemon tree, 2

(d) St Lurn, 9

(33) Arrange the following steps in orders they are required in marketing service marketing:

(i) the organizational dimension (ii) understanding the organizational and cultural dimensions of change (iii) conducting a need analysis (iv) designing a training and development programme

(a) I, ii, iii, iv

(b) ii, iii, iv, i

(c) iv, iii, ii, i

(d) I, iii, iv, ii

Answer : B

(34) Which of the following is False?

(a) a marketing objective is not a precise statement, which outlines what is to be accomplished by the service company's marketing activities

(b) market plan is a very structure and needs a lot of careful assessment before development



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(c)

action programmes has a list of activities, which are not to be carried out to achieve set targets by application of strategy selected

(d) all of the above

Answer : D

(35) .Which of the following is incorrect statement?

(a) the relationship management of a customer by an organization is CRM

(b) CRM means developing and retaining satisfied royal customer achieving profitable growth and creating economic value in company's bran(d)

(c) both a and b

(d) none of the above

Answer : D

(36) .Which of the following is True?

(a) for delivering value to our customers we need to take a profit-friendly approach

(b) the top CRM vendors include Siebel, Vantive, and Clarify.

(c) CSS applications are not helping organizations to transitions their customer service organizations from cost centers to profit centers

(d) all of the above

Answer : B

(37) Positioning can be considered at following levels:

(a) Industry, organizational, product, service

(b) Market, tangibility, intangibility, service

(c) Market, industry, service, tangibility

(d) Market, intangibility, service, product

Answer : A

(38) _____can be assessed by analyzing the primary data available with the hospital and secondary data collected from Medical Journals, Research papers.

(a) environmental analysis

(b) market trends and attractiveness

(c) action programmes

(d) none of the above

Answer : B