

Sai Shiva Educational trust's
ARUN MUCHHALA INTERNATIONAL COLLEGE OF HOTEL MANAGEMENT
Subject: SEM-6 Service Marketing

1. It is a process of communicating the value of a product/ service to customer for the purpose of selling that product/ service.
 - a. Marketing
 - b. Sales
 - c. Service
 - d. Pamphlets

2. Production and distribution are separated from consumption.
 - a. Goods
 - b. Service
 - c. Sales
 - d. Hospitality products

3. The three ways to classify customer's requirements are needs, _____ and _____.
 - a. Wants, demands
 - b. Wishes, demands
 - c. Desires, demands
 - d. Dreams, Wishes

4. This is not a type of market segmentations...
 - a. Demographic, behavioral
 - b. Behavioral, psychographic
 - c. Psychographic, geographic
 - d. Advertised, Marketed

5. With the tremendous increase in international business, there is also an increase in the usage of demographic segmentation based on religion, race and _____.
 - a. Gender
 - b. Income
 - c. Nationality
 - d. Age

6. Hospitality products include tangible components and ----- components.
 - a. Quality
 - b. Superior
 - c. Intangible
 - d. Solid

7. It is an example of a core product.
- Augmented product
 - Buffet counter
 - Food
 - Parking lot
8. A core product provides -----.
- Focus for business
 - Facilities
 - Amenities
 - Guest assistance
9. What is the term for the volume of products sold that, at a given price, will cover the company's costs?
- equilibrium point
 - maximum profit
 - breakeven point
 - match point
10. There are three key elements to price setting: competitors' prices, _____ perceptions of the product's value and costs.
- Customers
 - Sellers
 - Manufacturer
 - Distributor
11. Charging customers different prices for essentially the same service is called ____.
- Price discrimination
 - Supply and demand.
 - Complementary
 - Substitutes
12. Out of the following _____ is NOT an objective of pricing.
- Profit
 - Stabilizing demand and sales of the product
 - Improvement in product quality
 - Expansion of business
13. Brands represent this aspect of a customer towards a products.
- Love
 - Hatred
 - Perception
 - Knowledge

- 14.** Which of the following is NOT considered a type of reseller?
- Wholesaler
 - Retailer
 - Manufacturer
 - Distributor
- 15.** Who sells to the customers?
- Semi wholesalers
 - Wholesalers
 - Retailer
 - Distributor
- 16.** _____ is a marketing channel that has no intermediary levels.
- Direct marketing channel
 - Indirect marketing channel
 - Forward channel
 - Hybrid channel
- 17.** _____ sells to the ultimate consumer.
- Wholesaler
 - Agent
 - Retailer
 - Manufacturer
- 18.** Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor is called as _____.
- Advertising
 - Personal Selling
 - Publicity
 - Direct Marketing
- 19.** Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships can be referred to as _____
- Publicity
 - Direct Marketing
 - Personal Selling
 - Sales Promotion
- 20.** At a certain level whose participation in service process is unavoidable along with the staff?
- Top management
 - Suppliers
 - Customers
 - Government

- 21.** How do customers contribute for the betterment of service?
- By ordering a meal
 - By booking a room
 - By giving feedback on service
 - By using the hotel gym
- 22.** One of the stages in purchase behavior of a consumer is?
- Devaluation
 - Sale
 - Misinformation
 - Purchase
- 23.** Guests of tomorrow will be well informed all the time as they will be exposed to technology?
- 24x5
 - 18x5
 - 24x7
 - 18x7
- 24.** The use of the Internet and digital media capabilities to help sell your products or services is know as _____.
- E- Marketing
 - Servicing
 - Sales
 - Virtual Tour
- 25.** Buying or Selling on various websites and/or online marketplaces is called
- E-marketing
 - E-commerce
 - E-mail
 - E-Sale
- 26.** Fixing a right price for services offered is difficult because of _____.
- Perishability.
 - Heterogeneity
 - Inseparability
 - Intangibility
- 27.** _____ makes customer demand match the product company currently offer.
- Service
 - Marketing
 - Sales
 - Goods.

- 28.** In behavioral segmentation, population is divided on the basis of their behavior, usage and _____.
- Decision making pattern
 - Choices
 - Needs
 - Demanding behavior
- 29.** A good positioning strategy elevates the marketing efforts and helps a buyer move from knowledge of a product or service to its _____.
- Purchase
 - Awareness
 - Uniqueness
 - Demand
- 30.** Determining your _____ market position is every bit as vital as any competitor analysis.
- Past
 - Existing
 - Forecasted
 - Analyzed
- 31.** Rest and sleep are examples of which level of product?
- Core product
 - Secondary product
 - Hospitality product
 - Marketing product
- 32.** What is a brand?
- Word
 - Service
 - Product
 - Combination of name, term, sign, symbol, design
- 33.** _____ is the added value on products and services because of a powerful brand name.
- Labelling
 - Superior product
 - Brand equity
 - After sale service

- 34.** Who will buy a product during the product introduction stage?
- Middle class customers
 - Customers below poverty line
 - Customers who are rich or from higher income group
 - Handicapped customers
- 35.** Under which conditions would market skimming be likely to be a viable strategy?
- There is sufficient market capacity and competitors can make more of the product.
 - There are no competitors.
 - The demand for the goods in question is relatively price is elastic.
 - When there are too many competitors
- 36.** Sensitivity of demand to change in price is known as
- Cost-plus price
 - Break-even price
 - Price elasticity
 - Inelastic
- 37.** What is a cartel?
- A group of companies that get together and fix prices between them
 - A list of prices
 - The various prices charged across a product range
 - A government pricing strategy
- 38.** Which is one of the objectives of pricing?
- Maximize profits
 - Earning high rate of investment
 - Decrease in sales
 - d. To showcase your products
- 39.** Flipkart, Amazon are examples of _____.
- Departmental stores
 - Chain stores
 - Co-operative stores
 - Online stores
- 40.** _____ involves mass communication.
- Personal selling
 - Sales promotion
 - Advertising
 - Publicity

- 41.** _____ element of communication mix involves / represents thousands of marketing communications that a consumer is exposed to everyday, all of them competing for his attention simultaneously.
- Encoding
 - Decoding
 - Feedback
 - Noise
- 42.** In Sales Process the acronym FAB refers to _____
- Features, Advantages and Benefits
 - Fulfillment Assurance and Billing
 - Fast Active Builder
 - Fully Acknowledged Broadcast
- 43.** A reduction in price on purchase during a stated period of time is known as.
- Sale
 - Discount
 - Allowance
 - Promotion
- 44.** They are all human factors who play a part in the service delivery.
- Products
 - People
 - Price
 - Promotion
- 45.** It is also known as Servicescape.
- Hospitality Product
 - Value of a product
 - Atmosphere within which service is provided
 - Marketing efforts
- 46.** It is one of the components of a service blue print.
- Line of control
 - Line of visibility
 - Line of division
 - Line of action

47. WhatsApp group encouraging use of bakery products of a specific bakery, indicates an influence of which factor?
- Referral Groups
 - Subcultural factors
 - Perception
 - Economic Situation
48. Non-consumption of a certain type of meat in a country is influenced by which factor of that particular nation?
- Religious Subculture
 - Family
 - Role & status
 - Referral Groups
49. E-marketing is also referred to as _____.
- Free Marketing
 - Online Marketing
 - Creative Marketing
 - Logical Marketing
50. B2B refers to...
- Business to Brokers
 - Brokers to Business
 - Brokers to Brokers
 - Business to Business