



## M COM ENTRANCE

### MARKETING MANAGEMENT PRACTICE QUESTIONS

#### CH9 : SERVICE MARKETING

#### CH10 : MARKETING RESEARCH

#### CH11: TRENDS IN MARKETING MANAGEMENT

1. Which one of the following contains the three elements of service marketing triangle ?
  - A Management, Marketing Agency and Consumer.
  - B Marketing Agency, Government and Consumer.
  - C Management, Employees and Marketing Agency.
  - D Management, Employees and Consumer.
2. The service marketing mix is an extended marketing mix and includes :
  - (i) People
  - (ii) Process
  - (iii) Service
  - (iv) Physical evidenceCodes :
  - A (ii), (iii), and (iv)
  - B (i), (ii) and (iii)
  - C (i), (ii) and (iv)
  - D (i), (iii), and (iv)
3. Which of the following is not a determinant of service quality?
  - A Reliability
  - B Responsiveness
  - C Sensitivity
  - D Assurance
4. Which of the following is not a measure for quality of service for consumer?
  - A Responsiveness
  - B Competition
  - C Empathy
  - D Tangibility
5. Which among the following is not included in seven Ps of service marketing mix?
  - A Process
  - B Politics
  - C Physical Evidence
  - D People
6. **Assertion (A)** : Companies must manage service quality by understanding the effects of each service encounter.

**Reason (R)** : Customer's expectations play a critical role in their service experiences and evaluations.  
Select the correct codes :

Codes :

- A** Both (A) and (R) are correct, but (R) is not the right explanation of (A).
- B** Both (A) and (R) are correct and (R) is the right explanation of (A).
- C** (A) is correct but (R) is incorrect.
- D** (R) is correct but (A) is incorrect.

7. If a coaching institute provides some supporting study material along with teaching, then which one of the following service mix category would it be?
  - A** Hybrid offering
  - B** Major service with accompanying minor goods and services
  - C** Tangible good with accompanying services
  - D** Pure service
8. Which one of the following stages of the marketing research process is most expensive ?
  - A** Data analysis
  - B** Data collection
  - C** Developing the research plan
  - D** Report writing
9. The scientific system of collecting and analysis of data pertaining to market is known as
  - A** Production Research
  - B** Advertising Research
  - C** Marketing Research
  - D** None of the above
10. In marketing research, primary data can be collected through
  - A** Observational Method
  - B** Survey Method
  - C** Experimental Method
  - D** All of the above
11. Online marketing is associated with:
  - A** Segmentation
  - B** Product Life Cycle
  - C** Distribution
  - D** Packing
12. Relationship marketing relates to:
  - A** One-time purchase
  - B** Two-time purchase
  - C** Repeat purchase
  - D** Continuous purchase
13. Who propounded Mega-marketing?
  - A** Mc Aurthy
  - B** Philip Kotler
  - C** Sheth
  - D** Peter F. Drucker

14. **Statement (A)** : “The Electronic Media has a strong impact on consumers’ behaviour in India.”  
**Reason (R)** : “Most of the Indian consumers take their decision with the help of Electronic Media.”
- A Statement (A) is correct, but Reason (R) is false.
  - B Reason (R) is correct, but Statement (A) is false.
  - C Both Statement (A) and Reason (R) are false.
  - D Both Statement (A) and Reason (R) are correct.
15. Green marketing principles relate to:
- A Agricultural marketing
  - B Preservation of environment
  - C Social marketing environment
  - D Organic product marketing