



CENTRAL UNIVERSITY

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SUPPLEMENTARY EXAMINATION MAY 2021

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 403: SERVICE MARKETING (LEVEL 400)

MAY 2021

TIME DURATION: **TWO AND HALF (2½) HOURS**

INSTRUCTIONS

SECTION ANSWER ALL QUESTIONS

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CENTRAL UNIVERSITY
CENTRAL BUSINESS SCHOOL
SERVICE MARKETING

Course Title: **BMMK 403**

LEVEL 400

MAY, 2021

Lecturer: C. A. Bulley

RESIT EXAMINATION

Time: 2½ Hours

1. When a service firm's resources are fully employed but not overused and customers are receiving quality service in a timely manner, it means capacity is being used at
 - A. minimum level
 - B. maximum level
 - C. optimum level
 - D. excess capacity
2. To manage fluctuating demand in a service business, it is necessary to have a clear understanding of
 - A. optimal level
 - B. maximum use of capacity
 - C. demand patterns
 - D. constraints on capacity
3. An organization needs to chart the level of demand over relevant time periods to begin to understand
 - A. optimal level
 - B. maximum use of capacity
 - C. demand patterns
 - D. constraints on capacity
4. Sometimes are intuitively obvious; in other cases, patterns may not reveal themselves until the data are tracked.
 - A. optimal level
 - B. maximum use of capacity
 - C. demand patterns
 - D. constraints on capacity
5. Organisations that have good can chart this information very accurately to understand its demand patterns.
 - A. customer service
 - B. customer information systems

- C. customer informatics relations
- D. customer predictable cycles

6. Firms focused on delivering quality service have a natural drive to balance capacity utilization and demand at an in order to meet customer expectations.
- A. minimum level
 - B. maximum level
 - C. optimum level
 - D. excess capacity
7. The two general approaches for matching capacity and demand are
- A. demand patterns by market segments, and random demand fluctuations
 - B. to shift demand to match existing capacity and adjusting capacity to meet demand
 - C. to shift capacity to match existing demand and adjusting demand to meet capacity
 - D. employ part-time employees while adjusting demand
8. In looking at the graphic representation of demand levels, occur when there is a regular pattern/variation that the firm can foretell.
- A. random demand fluctuations
 - B. demand patterns
 - C. demand patterns by market segments
 - D. predictable cycles
9. One approach for shifting demand to match capacity is to to let them know the times of peak demand so they can choose to use service at alternative times and avoid overcrowding or delays.
- A. communicate with employees
 - B. stretch time temporarily
 - C. stretch equipment temporarily
 - D. communicate with customers
10. Modifying timing and location of service delivery allows service firms to adjust their hours and days of service delivery to more directly reflect
- A. customer service
 - B. capacity care
 - C. capacity usage
 - D. customer demand

11. In an attempt to shift demand away from peak times, service firms will to encourage customers to shift their use of the service to other times.
- A. offer capacity
 - B. schedule downtime
 - C. offer incentives
 - D. schedule free services
12. The fundamental idea of adjusting capacity to meet demand calls for
- A. shifting demand to match capacity
 - B. shifting demand to stimulate business from new customers
 - C. stretching and aligning capacity to match demand
 - D. stretching services to differentiate on price.
13. A major cause of poorly perceived service is the difference between what a firm
- A. promises about a service and what it actually delivers
 - B. promises about a service and customer idealism
 - C. promises about a service and its communications methods
 - D. promises about a service and what its service standards are.
14. Customer expectations are shaped by both
- A. coordination and marketing communication
 - B. uncontrollable and company-controlled factors
 - C. controllable and uncontrollable environmental factors
 - D. word-of-mouth communication and political factors
15. Service marketing triangle is used to describe external and interactive marketing communications emphasizing the need to and all communication to deliver service that meets customer expectations.
- A. integrate customers and employees
 - B. integrate customers and providers
 - C. coordinate and communicate
 - D. coordinate and integrate
16. The..... is just "one big service".
- A. intranet
 - B. internet
 - C. extranet
 - D. webnet
17. The primary issue that marketers face in relation to services is the inability to carry inventory and this is due to the nature of services.

- A. tangible
- B. inseparable
- C. variable
- D. perishable

18. In the service marketing triangle, _____ marketing refers to enabling the service promise.

- A. Internal
- B. External
- C. Strategic
- D. Interactive
- E. Integrated

19. According to the service profit chain:

- A. There is an underlying logic connecting employee satisfaction and customer loyalty
- B. Internal marketing is more important than either interactive or external marketing
- C. The strategies for internal, external, and interactive marketing are equally important
- D. Customer loyalty is unrelated to internal marketing
- E. Reliability is the most important of all the desired service characteristics

20. Which of the following is a strategy for ensuring that internal support systems are customer-oriented?

- A. Measure internal service quality
- B. Be the preferred employer
- C. Include employees in the company vision
- D. Empower employees
- E. Eliminate all conflict

21. In defining customers' roles in the service co-creation process, the firm needs to _____

- A. recruit, educate and reward customers.
- B. clarify level of participation, identifying specific jobs and, tasks with its implications for productivity, quality and satisfaction.
- C. manage the customer mix
- D. assess compatibility, enhance segments with its implication for quality and satisfaction.

22. People and complainers can be grouped into four types or categories depending on how they respond to failures. They are _____

- A. strangers, acquaintances, friends and partners
- B. gold, silver, platinum and lead
- C. passives, voicers, irate and activists.
- D. voicers, passives, supporters and irate.

23. More companies these days are adopting the concept of _____, where the company carefully integrates and organizes all of its communication channels.

- A. Internal Marketing Communication

- B. Interactive Marketing Communication
- C. Integrated Marketing Communication
- D. Integrated Communications Channels

24. It is important for service organizations to calculate the of a customer.

- A. company relationships
- B. customer quality
- C. lifetime value
- D. business lifetime

25. If employees are, they can shift among tasks, filling in where they are most needed.

- A. multi-trained
- B. cross-trained
- C. over-trained
- D. well-trained

26. A major cause of poorly perceived service is the difference between what a firm

- A. promises about a service and what it actually delivers
- B. promises about a service and customer idealism
- C. promises about a service and its communications methods
- D. promises about a service and what its service standards are

27. Some advantages of social media marketing include:

- A. Low cost, internal, external, social media
- B. Low cost, internet, technology, external marketing
- C. Reach, low cost, internet, social media
- D. Reach, low cost, high speed, interactive

28. Social media is

- A. technology generated speed
- B. technology marketing speed
- C. consumer generated media
- D. communication generated media

29. Social media is used to describe a variety of that enable people to socially interact with one another via the internet.

- A. low cost, internal and external social media
- B. low cost, internet-based and social medium
- C. webs, platforms, self-service technologies and influencers
- D. web-based platforms, applications and technologies

30. Digitalization and technologies are exposing business organisations to who have the power and following to affect people or course of events.

- A. affluencers

- B. fluencers
- C. influencers
- D. media shapers

31. Individuals who have the power to affect purchase decisions of others because of their authority, knowledge, position, or relationship are
- A. social affluencers
 - B. social fluencers
 - C. social influencers
 - D. social media shapers
32. Generally, the influencer industry categorize operatives into 3 types/levels based on their potential reach, the
- A. the influencers, the affluence and the fluencers.
 - B. the affluencers, the influencers and the experts
 - C. the celebrities, the executives and the everyday/regular individuals
 - D. the executives, the influencers and the experts
33. The have around 1 million plus followers.
- A. influencers
 - B. affluencers
 - C. celebrities
 - D. executives
34. The have between 10,000 to 1 million followers.
- A. influencers
 - B. every day/regular individuals
 - C. celebrities
 - D. executives
35. The have 500 to 10,000 followers.
- A. influencers
 - B. every day/regular individuals
 - C. celebrities
 - D. executives
36. The main key to influencer marketing is
- A. reach – the number of followers.
 - B. regional technologies – regional gadgets.
 - C. web applications – verbosity.
 - D. web and sites – Instagram, Facebook, wikis.
37. The key characteristics of influencers are:
- A. web, sites, verbosity, content and wikis.

- B. web, verbosity, content, wikis and gadgets.
 - C. reach, endangerment, audacity, recollection and content.
 - D. reach, engagement, audience, recognisability and creativity.
38. Which of the following is not a tangible dominant?
- A. Detergents
 - B. Automobiles
 - C. Investment Management
 - D. Soft drinks
39. Evaluation of Medical Diagnosis service mainly depends on
- A. high in experience quality.
 - B. high in credence quality.
 - C. high in search quality.
 - D. Both A and C
40. With the dimensions of service quality, is defined as the caring, individualized attention that the firm provides to its customers.
- A. Empathy
 - B. Responsiveness
 - C. Sympathy
 - D. Assurance
41. Which of the following is not a type of Service encounters?
- A. Remote encounters
 - B. Phone encounters
 - C. Face to face encounters
 - D. Check in Encounters
42. The most distinct characteristic of services is
- A. Inseparability
 - B. Perishability
 - C. Intangibility
 - D. Variability
43. In marketing services, are the only service distributors that do not require direct human interactions.
- A. electronic channels
 - B. SSTs
 - C. direct service channels
 - D. speculative channels
44. Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called
- A. Place Mix

- B. Physical Evidence Mix
- C. Process Mix
- D. People Mix

45. The is the environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitate performance or communication of the service.
- A. Physical evidence
 - B. Process
 - C. Place
 - D. People
46. The culture where an appreciation for good service exists and where giving good service to internal as well as ultimate, external customers is considered a natural way of life and one of the most important norms by everyone is
- A. Service culture
 - B. Corporate culture
 - C. Service Triangle
 - D. Service Quality Dimensions
47. Core service failure and response to service failure both can lead to customer switching behaviour.
- A. True
 - B. False
 - C. Vary as per condition
 - D. None of the above
48. To assess the service quality, customers compare the perceived service with the expected service.
- A. True
 - B. False
 - C. Cannot say.
 - D. None of the above.
49. The five determinants of service quality in order of importance are:
- A. Tangibles, empathy, assurance, responsiveness, reliability
 - B. Responsiveness, Reliability, Assurance, Empathy, Tangibles
 - C. Reliability, Responsiveness, Assurance, Empathy, Tangibles
 - D. All of above are false
50. Every service delivery encounter is an opportunity to build
- A. customer insurance.
 - B. customer satisfaction.
 - C. customer guarantee.
 - D. customer references.

51. In services both core product and bundle of supplementary service segments should be considered. The benefits desired by customers and how well the competing products are performed should also be analysed.
- A. True
 - B. False
 - C. Vary as per service.
 - D. None of the above
52. The instrument based on the promise that service quality is the difference between customer expectations and their evaluation of the service they received is known as
- A. SERVPERF.
 - B. SERVPATH.
 - C. SERVQUAL.
 - D. None of the above
53. Relationship marketing benefits the customers and the service firm. Which of the following is NOT a benefit for customers?
- A. Receipt of greater value
 - B. Confidence benefits: trust, confidence in provider, reduced anxiety
 - C. Social benefits: familiarity, social support, personal relationships
 - D. Customer behaviour benefits: strong endorsements, voluntary performance
 - E. Special treatment benefits: special deals, price breaks.
54. The elements in an effective service marketing research programme include:
- A. Complaint solicitation and Critical incident studies
 - B. Requirement research, Relationship and SERVQUAL surveys
 - C. Trailer calls or post transaction surveys.
 - D. All of the above
 - E. None of the above
55. According to Hart (1988) the most effective service guarantees tend to have the following characteristics - they are:
- A. conditional, satisfactory, meaningful, and not easy to invoke.
 - B. unconditional, meaningful, easy to invoke and easy to understand.
 - C. immediate, good, meaningless and difficult to understand.
 - D. immediate, better, meaningless and difficult to invoke.
56. When service customers' expectations of a service match the actual experience, it leads to:
- A. Customer delight
 - B. Customer dissatisfaction
 - C. Customer satisfaction

- D. Customer excitement
- E. Customer quality

57. When service customers' expectations of a service surpass the actual perceptions of the experience, it leads to:

- A. Customer delight
- B. Customer dissatisfaction
- C. Customer satisfaction
- D. Customer excitement
- E. Customer quality

58. Many service organizations have discovered that, to be truly responsive to customer needs, frontline employees need to be _____ to accommodate customer requests and to recover on the spot when things go wrong.

- A. Empowered
- B. Socialized
- C. Tutored
- D. Lectured
- E. Promoted

59. Before going out to dinner with her husband at Crystal Fish, a contemporary Ghanaian restaurant at the Junction Mall, Sakumono, Jennifer read a review of Crystal Fish in the local newspaper. The review indicated that Crystal Fish is an unpretentious and unassuming, but exceptionally fine, contemporary Ghanaian restaurant. Five servers who are under the owner's watchful eye attentively care for the fourteen roomy tables in the single large dining room. What the servers may lack in experience is more than compensated for by tempered enthusiasm and sincere desire to ensure guests are comfortable. The review of Crystal Fish that Jennifer read is a.....:

- A. Explicit service promise
- B. Implicit service promise
- C. Word-of-mouth communication
- D. Past experience influence
- E. Marketing testimonial

60. The most important determinant of service quality has consistently proven to be.....

- A. reliability
- B. responsiveness
- C. assurance
- D. empathy
- E. tangibility

61. The is a critical aspect of a "service" where typically customers are not charged and it is provided in support of a company's core products?
- A. Service benefits
 - B. Service performance
 - C. Customer solutions
 - D. Customer service
62. The often consists of what a customer believes should or will happen.
- A. Customer perceptions
 - B. Customer expectations
 - C. Consumer behaviour in services
 - D. Consumer choice
63. In a perfect world, customer and would be identical.
- A. customer gap and communication gap
 - B. service and care
 - C. expectations and perceptions
 - D. expectations and expected service
64. Services are high in experience and credence qualities, thus how consumers evaluate the actual of the service is critical in their evaluation process and their decision to repurchase later.
- A. experience
 - B. behaviour
 - C. choicer
 - D. processes
65. All services are --- some are long in duration, others are short, some are complex and others are simple, some are mundane, and others are exciting and unique.
- A. experiences
 - B. behaviour
 - C. choices
 - D. processes
66. Services are actions or performances done for and with customers, they typically involve a sequence of
- A. consumer behaviour and quantity
 - B. steps, actions and activities
 - C. intangibility, inseparability and variability
 - D. intangibility, inseparability and perishability

67. The is the level of service customers hope to receive - the "wished for" level of performance.

- A. Tolerance zone
- B. Predicted service
- C. Adequate service
- D. Desired service

68. The level of service the customer will accept is

- A. tolerance zone
- B. predicted service
- C. adequate service
- D. desired service

69. Another aspect of variability in the range of reasonable service is that different customers possess different

- A. predicted service
- B. tolerance zone
- C. adequate service
- D. desired service

70. Personal needs and lasting service intensifiers are factors that influence

- A. predicted service
- B. tolerance zone
- C. adequate service
- D. desired service

71. Product quality, service quality and price influence

- A. customer centre
- B. customer satisfaction
- C. physical evidence
- D. servicescape

72. is a focused evaluation that reflects the customer's perception of reliability, assurance, responsibility, empathy and tangibles.

- A. Servicescape
- B. Service quality
- C. Satisfaction
- D. Physical evidence

73. is a judgment that a product or service feature, or the product or service itself provides a pleasurable level of consumption related fulfillment.
- A. Servicescape
 - B. Service quality
 - C. Satisfaction
 - D. Physical evidence
74. From the customer's point of view, the most vivid impression of service occurs in the ...
- A. servicescape
 - B. physical evidence
 - C. perception
 - D. service encounters
75. The primary goal of is to build and maintain a base of committed customers who are profitable for the organization.
- A. marketing management
 - B. social marketing
 - C. financial marketing
 - D. relationship marketing
76. comprise feelings of trust or confidence in a service provider along with a sense of reduced anxiety and comfort in knowing what to expect.
- A. Social benefits
 - B. Confidence benefits
 - C. Special treatment benefits
 - D. Customer behaviour benefits
77. include customers getting the benefit of doubt, being given a special deal on price or getting preferential treatment.
- A. Social benefits
 - B. Confidence benefits
 - C. Special treatment benefits
 - D. Customer behaviour benefits
78. A service firm receives from long-term customers through free advertising provided in word-of-mouth communication.
- A. social benefits
 - B. confidence benefits
 - C. special treatment benefits

D. customer behaviour benefits

79. A is generally described as service performance that falls below a customer's expectations in such a way that it leads to customer dissatisfaction.

- A. service failure
- B. service recovery
- C. service guarantees
- D. customer retention

80. refers to the actions taken by service firms in response to a service failure.

- A. Service failure
- B. Service recovery
- C. Service guarantees
- D. Customer retention

81. is an assurance of the quality of or length of use to be expected from product/service offered for sale often with a promise of reimbursement.

- A. Service failure
- B. Service recovery
- C. Service guarantees
- D. Compensation

82. reflects the service firm's ability to hang on to its customers by consistently delivering value to them.

- A. Service recovery
- B. Service guarantee
- C. Customer royalty
- D. Customer retention

83. compares the performance of elements of a service with the importance of each of these elements to the consumer in measuring service quality.

- A. Performance-only measure
- B. Disconfirmation models
- C. Importance-performance approach
- D. SERVQUAL measure

84. The strategies for integrating human resource practices into service firms calls for motivating and enabling employees to deliver customer-oriented promises successfully. These strategies are built around four (4) themes. Which of the following is not one of the four (4) basic themes?

- A. Hire the right people and retain the best service employees.
- B. Develop people to deliver service quality.

- C. Feature service employees in strategic roles.
 - D. Provide needed support systems.
85. All the elements below are effective strategies for managing word-of-mouth communication except one. Which answer is the exception?
- A. Service firms should make realistic and accurate promises.
 - B. Stimulate word-of-mouth in advertisement.
 - C. Identify influencers and opinion leaders for the service.
 - D. Present incentives to existing customers to encourage them.
86. What is it that consumers evaluate when judging service quality?
- A. They judge the quality of services based on their perceptions of the technical outcome provided
 - B. The process by which that outcome was delivered and the quality of the physical surroundings where the service is delivered
 - C. All of the above
 - D. None of the above
87. can be defined as "the totality of features and characteristics of a service that bear on its ability to satisfy stated or implied needs".
- A. Guarantees
 - B. Quantity
 - C. Quality
 - D. Satisfaction
88. is in the mind of the customer whose standards are constantly changing and can depend on many things mostly intangible and difficult to control precisely.
- A. Guarantees
 - B. Quantity
 - C. Quality
 - D. Satisfaction
89. The term refers to the stress/labour that goes beyond the physical or mental skills needed to deliver quality service.
- A. conflict labour
 - B. role conflict
 - C. emotional labour
 - D. boundary spanners
90. Despite a genuine interest in meeting customer expectations, many service companies miss the mark by thinking (that is, employees and company before customers).
- A. aloud

- B. inside out
- C. outside in
- D. silently

91. The is a key vehicle for understanding customer expectations and perceptions of services.
- A. Service attributes
 - B. Marketing research
 - C. Dimension of quality
 - D. Marketing management
92. The design and development of service offerings are complex and challenging because ...
- A. of customer expectations and design.
 - B. of customer's changing designs and culture.
 - C. of the intangibility, variability and co-creation elements.
 - D. of the reliability, responsiveness and assurance elements.
93. The pervasive norms and values that shape individual and group behaviour in an organization is known as
- A. the way of life of the process
 - B. the way of life of the benefit
 - C. the acculturation of that firm
 - D. the culture of that firm
94. Customers are participants in service production and delivery, and they can potentially contribute to the widening of gap 3 that is
- A. the listening gap
 - B. the service design and standards gap
 - C. the service performance gap
 - D. the communication gap
95. A culture where an appreciation for good service exists, and where giving good service to internal as well as ultimate external customers is considered a natural way of life and one of the most important norms by everyone in the firm is the
- A. service management
 - B. service culture
 - C. service marketing
 - D. customer-focused
96. Customers who are being served simultaneously but have incompatible needs can negatively affect each other.
- A. True

- B. False
- C. Vary as convenient
- D. None of the above

97. are services produced entirely by the customer without any direct involvement or interaction with the firm's employees.

- A. Service production continuum
- B. Blueprinting
- C. Self-service technologies
- D. Automated electronic technology

98. A service provider - Crystal Hotel can fill all rooms 365 days of the year by smoothening or managing

- A. lack of inventory and empowerment
- B. demand and capacity
- C. variations in demand and frontline employees
- D. service delivery through intermediaries

99. When the level of demand for a service exceeds maximum capacity, there is

- A. excess demand
- B. demand exceeds optimum capacity
- C. demand and supply are balanced at the level of optimum capacity
- D. excess capacity

100. When the demand for a service is below optimum capacity, there will be

- A. excess demand
- B. demand exceeds optimum capacity
- C. demand and supply are balanced at the level of optimum capacity
- D. excess capacity