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**UNITY UNIVERSITY COLLEGE**  
**SCHOOL OF DISTANCE AND CONTINUING EDUCATION**

**Worksheet for Social/Service Marketing (Mrkt 324)**

This is a test paper you are expected to do on your own. It carries 15 points. The test paper should be completed and mailed to the School of Distance and Continuing Education for evaluation. Do not try to complete the worksheet until you have covered all the lessons and exercises in the course material.

Any questions in the course that you have not been able to understand should be stated on a separate sheet of paper and attached to this worksheet. Your tutor will clarify them for you.

After completing this test paper, be certain to write your Name, Id.No and Address on the first page. Your Name and Id.No on the other pages.

## **Part I. True or False**

**Write “True” if the statement is correct and “False” if the statement is not correct.**

1. Services are offered in private institutions and create benefits to the private investor only.
2. The generic difference between goods and services originates from their perishability i.e. good can be stored but not services.
3. The manufacturing and consumption or use of services is inseparable.
4. Merchantability in service marketing refers to the relative distance between the customer and the service provider.
5. Images of service firms do not affect the purchase decision of customers.
6. Using part time workers is the best method of satisfying the higher consumer demand for services.
7. Determining service quality is simpler than determining goods quality.
8. Lack of skill by employees to perform services causes Gap three quality problem.
9. The best price for a profit maximization objective of a firm is always the higher price.
10. Shifting Demand as a means of managing demand for services adversely affects the quality of services.
11. The ideal service level is the wished for level of service consumers would like.
12. Advertisements are promises of the firms to provide a certain service at a certain level of quality and it affects customer's expectation for company service quality.
13. Arousal seekers are individuals who enjoy high levels of environmental stimulation.
14. Physiological factors impact a person cognitively and affectively.

15. Supportive personnel are seldom seen by the customer but are the important parts that determine the quality of a service.

**Part II. Multiple choices.**

**All questions under this part have alternative answers. Choose the best alternative and write your answer on the space provided.**

1. Identify the means of differentiating services by the service firms
  - A. Delivery methods
  - B. Image of the company
  - C. Prices of the service
  - D. A and B
  - E. All of the above
2. Which of the following does not contribute for the expansion of services through out the world?
  - A. Changing pattern of government regulations
  - B. The growth of franchising
  - C. Expansion of leasing and rental business
  - D. The unification of countries of the world.
  - E. All of the above
3. Pick the incorrect statement about service marketing.
  - A. Service consumers generally rely on word-of-mouth rather than advertising
  - B. Service consumers are less loyal to service providers who satisfy them than goods providers.
  - C. Service consumers relay heavily on price.
  - D. Reliability of services determines the quality of services.
  - E. None of the above.
4. Pick the factor that is used to determine the quality of services.
  - A. The physical facility of the service firm.
  - B. The ability of the service firm to perform the service promised dependably and accurately.
  - C. Offering or providing service that goes beyond what is asked

- D. The ability of company employees to do their jobs confidently.
  - E. All of the above.
5. Which of the following strategies can be applied to reduce gap one?
- A. Communicate with customers about what they expect.
  - B. Develop service quality goals
  - C. Standardize the tasks
  - D. Address the feasibility of customer expectations
  - E. Create top management commitment to provide quality service
6. In which of the following ways does differential pricing can be used?
- A. By time of service usage
  - B. By the time of reservation
  - C. By time of purchase
  - D. By location of consumption.
  - E. All of the above.
7. Matching demand and supply of services is a difficult job. This is because of:
- A. Lack of inventory
  - B. Lack of storage
  - C. Inability to determine the demand
  - D. A and B
  - E. All of the above
- 8.** Which of the following methods is/are not used to manage supply?
- A. Hiring Part-time employee
  - B. Employees working overtime
  - C. Cross-training of employees
  - D. Reducing demand during peak time
  - E. Outsourcing
9. Identify the tools not used for managing demand.
- A. Reservation system
  - B. Differential pricing
  - C. Communication
  - D. Shared Facility
  - E. None of the above
10. Which of the following methods are used to increase the productivity of services?
- A. Investing in more efficient capital equipment
  - B. Automating tasks performed by labor.
  - C. Increasing self-service options

- D. Using sub contracting
  - E. All of the above
11. The consumer's expectations towards service quality is impacted by any of the following internal factors, except.
- A. Individual needs of the consumer
  - B. Past experience of the consumer
  - C. Competitive Options
  - D. Service philosophy
  - E. None of the above
12. Factors that affect the way customers and employees respond to their environment includes;
- A. Situational factors
  - B. Reason for purchase of a service
  - C. The mood states of customers and employees
  - D. A and B only
  - E. All of the above.
13. Which of the following is/are the objectives of the firm if the service environment is designed to focus on the needs of customer?
- A. Customer Attraction
  - B. Employee Satisfaction.
  - C. Customer Satisfaction
  - D. Customer Retention
  - E. All except B
14. Which of the following serves as a criterion for selecting a site location of a service firm?
- A. Merchantability
  - B. Operational position
  - C. Cumulative competitive attraction
  - D. Traffic interception
  - E. All of the above
15. Which of the following reasons are sighted for employee-employee conflict?
- A. The lack of clear communication between the two personnel
  - B. Personality clashes
  - C. The problem of defining and accepting who the boss is.
  - D. Differences in workloads

E. All of the above.

### **Part III. Short Answer.**

Read the question properly and try to give brief answers for the following questions.

1. Define conflicts and discuss the different types of conflicts by giving examples.
2. List the methods of managing customer waiting time in a service firm.
3. List the methods of service distribution.
4. Explain the methods of service differentiation by using examples to each.