HR in SSM TYBMS MCQ - Sem VI

1) Services have_____ inventory.
   a) Zero
   b) Many
   c) One
   d) Less

2) Service organization is a voluntary _____where members meet regularly to perform charitable works.
   a) non-profit organization.
   b) Corporate
   c) Society
   d) Store

3) A_____ corporate culture creates an insecure feeling for the new incumbent of the organisation.
   a) Weak
   b) Strong
   c) Flexible
   d) New

4) _____ is also developed through formal written documents and communications.
   a) Service culture,
   b) Service
   c) Pattern
   d) Policies

5) The purpose of relationship marketing is to enhance marketing productivity by achieving _____ and _____
   a) Efficiency, effectiveness.
   b) Standardization, maintenance
   c) Maintenance, cleanliness
   d) Publicity, marketing

6) Service' encounter also called as_____
   A) moment of truth,
   B) True moment
   C) Moment of encounter
   D) Truth

7) _____ is a subset of physical evidence in which service is delivered and consumed.
   a) Services cape,
   b) Services
   c) Service place
   d) Market place

8) Service encounters are _____oriented.
   a) Goal,
   b) Customer
   c) Team
   d) Organization

9) _____marketing is when customers buy something after being referred by the friends and relatives.
   a) Referral,
   b) Chain
   c) Distribution
   d) Sales

10) _____can also mean lack of consistency.
   a) Variability
   b) Volatility
   c) Change
   d) Work

11) _____ enjoy the best services due to the diligence and dedication of the employees to their organisation.
   a) Customers,
   b) Managers
   c) Employees
   d) Citizens

12) In _____ marketing, marketers interact directly with the end users.
   a) External,
   b) Internal
   c) Interactive
   d) Existing

13) The front-line service employees are also referred as_____
   a) Boundary spanners,
   b) Boundary leaders
   c) Front liners
   d) Marketers

14) _____ interviewing technique that requires is an applicants to participate in a simulated situation.
   a) Role playing,
   b) Situational
   c) Structured
   d) abstract

15) _____ training allows service employees at all levels to hone their skills.
   a) Ongoing
   b) Online
   c) practical
   d) methodical

16) A_____ interview requires the applicant to answer questions regarding a specific situation.
   a) situational vignette,
   b) Role playing
   c) Structured
   d) abstract

17) _____ questioning also can be used to reveal a person's' willingness to adapt.
   a) Abstract,
   b) Situational vignette
   c) Role playing
   d) Structured

18) _____ are considered boundary spanners.
   a) Expatriates,
   b) Boundary leaders
   c) Outsiders
   d) Customers

19) _____ marketing is one of the important parts of service marketing triangle.
   a) External,
   b) Internal
   c) Interactive
   d) objective

20) _____refers to the overall process of attracting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization.
   a) Recruitment
   b) Selection
   c) Screening
   d) Interview

21) strategies is used when the service principal and the agents both are on equal footing in the power equation
- (a) Partnering,
- (b) Parenting
- (c) Linear
- (d) Equal

22) _____plays a vital role in development of organization making it an invaluable asset for an organization
- a)   Human resource,
- b)   Service sector
- c)   Marketing
- d)   Recruiting

23) _____ industry refers to core sectors of economy like roads, railways, power etc.
- a)   Infrastructure
- b)   Assets
- c)   Policies
- d)   Rules

24) _____ is a service which is provided by government to people living within its jurisdiction, either directly or by financing provision of services.
- a) Public Service,
- b) Public interest
- c) Social service
- d) Private service

25) There is a_____ relationship between happy employees and customer loyalty and a firm's profitability.
- a)   Linear,
- b)   Inverse
- c)   Transverse
- d)   Exponential

26) The_____ indicates the difference between the actual performance and the customer's perception of the service.
- a) customer gap
- b) customer satisfaction
- c) customer feedback
- d) customer perception

27) _____depends on the perception of customers which is difficult to measure.
   a) Quality
   b) Quantity
   c) Price
   d) Colour

28) The_____ Service Quality Dimension refers to how the company cares and gives individualized attention to their customers, to make the customers feel extra valued and special.
   a) Empathy
   b) Sympathy
   c) Attention
   d) Relation

29) The_____ is measured by the perceived service quality.
   a) service performance
   b) service quantity
   c) service need
   d) service demand

30) High quality services contribute to higher_____
   a) Profitability
   b) Turnover
   c) Price
   d) Sales

31) _____ are the means to achieve the organizational objectives.
   a) Strategies,
   b) Policies
   c) Rules
   d) Regulations

32) _____means driving for the services that the customer wants and is willing to pay for it
   a) Service Leadership,
   b) Service membership
   c) Service demand
   d) Service supply

33) _____ in human resources refers to the gradual loss of employees over time.
   a) Attrition,
   b) Retirement
   c) Turnover
   d) Resign

34) _____evaluation is the systematic process determining the success of the HRP process.
   a) HRP,
   b) HRM
   c) HRS
   d) HRGP

35) The focus of an operational control system is on guiding_____ decisions.
   a) short-term
   b) long term
   c) mid term
   d) terminal

36) _____ is one of those organizational functions that helps a company to stay efficient and productive.
   e) Communication,
   f) Training
   g) Recruiting
   h) Planning

37) _____ has become a regular feature both in the public sector as well as in the private sector organizations.
   a) Outsourcing,
   b) Merchandising
   c) Partnership
   d) Privatization

38) The_____is a theory and business concept evolved by a group of researchers from Harvard University in the nineties.
   a) Service Profit Chain,
   b) Service marketing
   c) Service analogy
   d) Service umbrella

39) The_____ of a company can help to drive the company's profits.
   a) Workforce
   b) Policies
   c) Objective
   d) Assets

40) A_____ is an act or performance offered by one party to another.
   a) Service
   b) Sales
   c) Purchase
   d) None of the above

41) _____ is primary characteristics that distinguish services from goods
   a) Intangibility
   b) Liquidity
   c) Profitability
   d) Sales

42) Service have zero_____
   a) Inventory
   b) Manpower
   c) Capital assets
   d) Customers

43) Production,_____ and consumption of a service take place simultaneously.
   a) Delivery
   b) Sale
   c) Purchase
   d) Use

44) Services are increasingly being used by the _____ as well as the household sector.
   a) Corporate
   b) People
   c) Customers
   d) Students

45) The _____ culture is getting stronger and spreading wider day by day.
   a) DINK
   b) DMNK
   c) DITK
   d) DIOK

46) _____ are competitors of the company that supply cervices.
   a) Customers
   b) Manager
   c) Wholesaler
   d) Retailer

47) Customers should be treated royally as they are termed as _____
   a) King in market
   b) Queen in market
   c) Buyer in market
   d) Party

48) _____ is the key quality parameter in service.
   a) Empathy
   b) Sympathy
   c) Kindness
   d) Heredity

49) To ensure quality, inspection should be conducted at different stages of _____.
   a) Manufacturing
   b) Retailing
   c) Transporting
   d) Sales

50) Goals are effective_____
   a) Motivators
   b) Spoilers
   c) Policies
   d) Plans