

HRM in Service Sector Management

Unit-1

1. A service is an _____ offered by one party to another.

- A. Value
- B. Performance
- C. Tangible
- D. All of the above

ANSWER: B

2. Services are highly_____.

- A. Variable
- B. Tangible
- C. Constant
- D. None of the above

ANSWER: A

3. Raising the standard of living of people through_____.

- A. Unemployment
- B. Service
- C. Miscommunication
- D. All of the above

ANSWER: B

4. Consumers have become more conscious of _____ than cost.

- A. Service
- B. Communication
- C. Quality
- D. None of the above

ANSWER: C

5.To ensure quality _____ should be conducted at different stages of manufacture.

- A. Inspection
- B. Communication
- C. Service
- D. None of the above

ANSWER: A

6. _____ plays the role of package, facilitator, socialiser and differentiator.

- A. Communication
- B. Servicescape
- C. Competitors
- D. Service encounter

ANSWER: B

7.The design of _____ helps in the socialization of both employees and customers.

- A. Service encounter
- B. Servicescape
- C. All of the above
- D. None of the above

ANSWER: B

8.Culture is a broad term that reflects the norms and values of a _____.

- A. Organization
- B. Society
- C. Global
- D. None of the above

ANSWER: B

9.CRM stands for_____.

- A. Company record management
- B. Customer relationship management
- C. Customer record management
- D. None of the above

ANSWER: B

10.Important element of service encounter is the service_____.

- A. Customer
- B. Provider
- C. Delivery
- D. retailer

ANSWER: B

11. Service have_____ inventory.

- A. Many
- B. Zero
- C. some
- D. Tangible

ANSWER: B

12 .Service organization is a voluntary _____ where members meet regularly to perform charitable works.

- A. Profit organization
- B. Non-profit organization.
- C. Government
- D. None of the above

ANSWER: B

13 .A _____ corporate culture creates an insecure feeling for the new incumbent of the organization.

- A. Strong
- B. Weak
- C. Traditional
- D. Good

ANSWER: B

14. _____ is also developed through formal written documents and communications.

- A. Service culture.
- B. Service system
- C. Layout
- D. Design

ANSWER: A

15 .The purpose of relationship marketing is to enhance marketing productivity by achieving _____ and _____.

- A. Inefficiency, miscommunication
- B. Efficiency, effectiveness
- C. All of the above
- D. None of the above

ANSWER: B

16 .Service encounter also called as _____.

- A. Moment of truth
- B. Moment of lie
- C. Moment of silence
- D. All of the above

ANSWER: A

17 ._____ is a subset of physical evidence in which service is delivered and consumed.

- A. Service cape
- B. Basic service package
- C. Service encounter
- D. None of the above

ANSWER: A

18. Service encounters are _____ oriented.

- A. Aim
- B. Goal
- C. Objective
- D. Customer

ANSWER: B

19 ._____ marketing is when customers buy something after being referred by the friends and relatives.

- A. Referral
- B. Service
- C. Recruitment
- D. None of the above

ANSWER: A

20. _____ can also mean lack of consistency.

- A. Variability
- B. Profitability
- C. Good relationship
- D. All of the above

ANSWER: A

21 .Service cape.

- A. Movie ticket
- B. Boom and bitner
- C. Plumber
- D. moment of truth

ANSWER: B

22 .Referral markets.

- A. Third party markets
- B. First party markets
- C. Recruitment market
- D. None of the above

ANSWER: A

23. Recruitment market.

- A. Retailers market
- B. Intangible
- C. Add value to the organization
- D. Non-profit service

ANSWER: C

24. Service encounters.

- A. Moment of truth
- B. Referral market
- C. Cobbler
- D. Consultancy

ANSWER: A

25. Perishability service.

- A. Value of organization
- B. Movie ticket
- C. Plumber
- D. None of the above

ANSWER: B

26. Inseparability services.

- A. Plumber
- B. Cobbler
- C. Car rentals
- D. Booms and bitner

ANSWER: A

27. Highly Tangibles.

- A. Moment of truth
- B. Car rentals
- C. Goodwill
- D. All of the above

ANSWER: B

28. Highly Intangible.

- A. Movie ticket
- B. Consultancy
- C. Fixed assets
- D. Machinery

ANSWER: B

29. Non-professional service.

- A. Booms and bitner

- B. Cobbler
- C. Plumber
- D. Philip Kotler

ANSWER: C

30. Customer market.

- A. Retailers
- B. Organizations culture
- C. Recruitment market
- D. None of above

ANSWER: A

31. The DINK culture is getting _____ and spreading wider day by day.

- A. Stronger
- B. Weak
- C. Booming
- D. Tough

ANSWER: A

32. Customer are competitors of the company that _____ services.

- A. Provide
- B. Supply
- C. Contribute
- D. All of the above

ANSWER: B

33. Service encounter is a part of _____ work for the service provider.

- A. Monthly
- B. Yearly

C. Day-to-day

D. weekly

ANSWER: C

34. Customer should be treated royally as they are treated as _____ in market.

A. King

B. Subordinate

C. Supplier

D. Retailer

ANSWER: A

35. Empathy is the key _____ parameter in service.

A. Effectiveness

B. Efficiency

C. Quality

D. None of the above

ANSWER: C

36. Influence market includes stakeholder as well as _____ parties.

A. First

B. Second

C. Third

D. All of the above

ANSWER: C

37. DINK stands for.

A. Double income no knowledge

B. Dual income no kids

C. All of the above

D. None of the above

ANSWER: B

38. _____ services are more difficult for consumers to evaluate than tangible goods.

A. Service cape

B. Retailers

C. Intangible

D. None of the above

ANSWER: C

39. Service cannot be separated from the _____ provider.

A. Service

B. Delivery

C. Supply

D. retailer

ANSWER: A

40. Variability can also mean lack of _____.

A. Consistency

B. Efficiency

C. Quality

D. None of the above

ANSWER: A

41. Services are _____ in nature.

A. Constant

B. Fluctuating

C. Tangible

D. All of the above

ANSWER: B

42. The service sector is also called _____ sector.

- A. Tertiary
- B. Primary
- C. Secondary
- D. All of the above

ANSWER: A

43. There is a growing market for services and increasing dominance of services in economics_____.

- A. Worldwide
- B. Local
- C. Organization
- D. None of the above

ANSWER: A

44. The growth of service industries can be traced to the _____development of society.

- A. Economic
- B. social
- C. Culture
- D. Environment

ANSWER: A

45. _____and_____ is an important component of the overall operations of the business.

- A. Quality, quantity
- B. Layout, design
- C. None of the above
- D. All of the above

ANSWER: B

46. Production control is concerned with the production of the right type, at the right time and at a _____ cost.

- A. Reasonable
- B. Total
- C. Production
- D. Extra

ANSWER: A

47. Servicescape is a concept that was developed by _____ to emphasize the impact of the physical environment in which service process takes place.

- A. Plumber
- B. Booms and Bitner
- C. Philip kotler
- D. Payne and Holt

ANSWER: B

48. _____ evidence is important especially in case of service firms as services are intangible.

- A. Physical
- B. Servicescape
- C. Service encounter
- D. Nope of the above

ANSWER: A

49. The is Servicescape the _____ appearance of a service firm.

- A. Outward
- B. Inward
- C. Overall
- D. None of the above

ANSWER: A

50. _____ plays the role of package, facilitator, socializer and differentiator.

- A. DINK
- B. Relationship
- C. Servicescape
- D. None of the above

ANSWER: C

51. _____ culture once developed becomes the core competency of the organization.

- A. Poor
- B. Bad
- C. Good
- D. All of the above

ANSWER: C

52. The goal of _____ marketing is to create strong, emotional, customer connections.

- A. Relationship
- B. Internal
- C. External
- D. Supply

ANSWER: A

53. _____ marketing is not limited to customers and suppliers alone but also the internal employees.

- A. Supply
- B. Relationship
- C. Customer
- D. Internal

ANSWER: B

54. Six market model consist of customer market, influence market, referral market, supplier market, employee market and_____.

A. Internal market

B. Supply

C. Intangible

D. Tangible

ANSWER: A

55. BSP stands for_____.

A. Basic service package

B. Basic salary package

C. Basic standard package

D. None of the above

ANSWER: A

56. Organizational productivities is increased by using _____ as a resource to perform tasks previously completed by the employees.

A. Retailer

B. Supplier

C. Customer

D. None of the above

ANSWER: C

57. The concept of service encounter was put forth by_____.

A. Cobbler

B. Richard Norman

C. Boom and bitner

D. Plumber

ANSWER: B

58. The most important element of service encounter is_____.

- A. Customer
- B. Supplier
- C. Employee
- D. Employer

ANSWER: A

59._____ system includes equipment supplies, programs, procedures, rules, organization climate and culture.

- A. Supply
- B. Delivery
- C. Customer
- D. Relationship

ANSWER: B

60. Physical evidence is important for the success of service_____.

- A. Encounter
- B. Cape
- C. Customer
- D. None of the above

ANSWER: A

Unit 2:

1. _____ system cannot run on its own without the involvement of human beings at delivery points.

- A. Product
- B. Equipment
- C. Service
- D. Financial

ANSWER: C

2. Human Resource Development department is also called as _____ department.

- A. external service
- B. intermediate service
- C. indirect service
- D. internal service

ANSWER: D

3. The human elements in the service sector refers to all the staffs employed by the organisation to deliver _____.

- A. product
- B. cash
- C. service
- D. equipment

ANSWER: C

4. Human Elements in service sector does not play a significant role in building the _____ of the sector.

- A. corporate image
- B. goodwill
- C. reputation
- D. brand image

ANSWER: A

5. Companies know that the success or failure of their service depend on the _____ perceptions created by the efforts of the employees.

- A. image
- B. cost
- C. brand
- D. growth

ANSWER: C

6. Customers enjoy the best services due to the _____ & _____ of the employees to their organisation.

- A. ideas & opinions
- B. knowledge & efforts
- C. diligence & dedication

D. image & services

ANSWER: C

7. Employees have rightly been specified as the _____ leg of the total quality management efforts of the service organisation.

A. first

B. second

C. third

D. fourth

ANSWER: C

8. The _____ level of gap in the Gap Model refers to the gap between the service standards set by the service company and the service delivery system to deliver the expected quality of services.

A. first

B. second

C. third

D. fourth

ANSWER: C

9. _____ helps to improve employees in the assigned tasks.

A. Team spirit

B. Goals

C. Groups

D. Teamwork

ANSWER: D

10. _____ are the first ambassadors of the organisation who propagates mission, visions and objectives of the organisation.

A. Customers

B. Shareholders

C. Competitors

D. Employees

ANSWER: D

11. The employees help in promoting a sustained organisational _____

A. growth

B. performance

C. career

D. development

ANSWER: B

12. The services Marketing Triangle was explained by _____

A. Henry Fayol

B. Alfred Marshall

C. Philip Kotler

D. Fredrick Taylor

ANSWER: C

13. In _____ marketing, marketers interact directly with the end users.

- A. Internal
- B. External
- C. Interactive
- D. Service

ANSWER: B

14. In Internal marketing, the marketers try to interact with the employees in order to know about their _____

- A. opportunity and threats
- B. ideas and opinions
- C. skills and experience
- D. strength and weakness.

ANSWER: D

15. In _____ marketing, the marketers are the service providers.

- A. Internal
- B. External
- C. Interactive
- D. Service

ANSWER: C

16. Interactive Marketing is the most important part of the service marketing _____ because it establishes a long term or short-term relationship with customers.

- A. square
- B. circle
- C. cycle
- D. triangle

ANSWER: D

17. The 3 elements of service marketing triangle are company, providers and _____

- A. customers
- B. employees
- C. managers
- D. investors

ANSWER: A

18. The _____ employees are also referred as boundary spanners.

- A. internal service
- B. mid line service
- C. front line service
- D. entry line service

ANSWER: C

19. _____ link the inside of the organisation to the outside world.

- A. Boundary spanners
- B. Mediator
- C. HR Professionals
- D. Customers

ANSWER: A

20. _____ Marketing grabs the attention of the market.

- A. Internal
- B. Service
- C. External
- D. Service

ANSWER: C

21. Front line jobs are perceived as _____ jobs.

- A. high level
- B. boundary level
- C. low level
- D. medium level

ANSWER: C

22. Client Conflict is also called as _____

- A. inter client conflict
- B. two boss dilemma
- C. disagreement
- D. organisational dilemma

ANSWER: B

23. _____ arises when staffs may have conflicts between what the job requires and their own personality.

- A. Person Conflict
- B. Inter client Conflict
- C. Organisational Conflict
- D. Client Conflict

ANSWER: A

24. _____ conflict is stressful and unpleasant task as it is difficult for the staff to satisfy both sides.

- A. Person
- B. Inter client
- C. Organisational
- D. Client

ANSWER: B

25. Emotional labour is the process of managing feelings and expressions to fulfil the _____ requirements of a job.

- A. mental
- B. physical
- C. emotional
- D. psychological

ANSWER: C

26. Arlie Hochschild created the term emotional labour in _____

- A. 1982
- B. 1983

C. 1984

D. 1985

ANSWER: B

27. Showing a genuine concern for customers needs, smiling and making positive eye contact with the customer are all examples of _____

A. emotions

B. emotional labour

C. positive attitude

D. mental thinking

ANSWER: B

28. _____ are also known as boundary spanners.

A. Expatriates

B. HR Professionals

C. Managers

D. CEOs

ANSWER: A

29. _____ refers to the overall process of attracting, selecting and appointing suitable candidates for the job within an organisation.

A. Training

B. Recruitment

C. Selection

D. Performance Management

ANSWER: B

30. _____ means giving employees the authority, skills, tools and desire to serve the customer.

A. Empowerment

B. Permission

C. Motivation

D. Self approval

ANSWER: A

31. Team goals and _____ promotes teamwork.

A. team spirit

B. co-ordination

C. rewards

D. motivation

ANSWER: C

32. Recruitment and _____ programmes does not have to be planned.

A. training

B. evaluating

C. Short listing

D. Selection

ANSWER: D

33. An effective recruitment and selection programme first needs _____

A. legal compliance

- B. workplace guidelines.
- C. pre employment standards
- D. qualified staff

ANSWER: D

34. Recruiters and Employment specialists must be familiar with _____, fair employment practices related to recruitment.

- A. employee rights
- B. workplace guidelines
- C. labour laws
- D. market standards

ANSWER: C

35. _____ succeed in empowering their employees if they simply tell them, " You now have the authority to do whatever it takes to satisfy the customers."

- A. Managers
- B. Organizations
- C. Employees
- D. HR Professionals

ANSWER: B

36. Background investigations, reference checks, work history verification etc are common _____

- A. employee rights
- B. Qualified Staff
- C. Pre employment standards
- D. Legal compliance

ANSWER: C

37. _____ is one of the major challenges in Recruitment in service sector.

- A. Candidate Competition
- B. Promoting teamwork
- C. Workplace guidelines
- D. Employee rights

ANSWER: A

38. _____ are one of the biggest reasons that transactions are slowed down in recruitment.

- A. Pessimist managers
- B. Indecisive managers
- C. Arrogant managers
- D. Lazy managers

ANSWER: B

39. _____ exists to measure a person's service orientation.

- A. Difficult tests
- B. Moderate tests
- C. Easy tests
- D. Reliable tests

ANSWER: D

40. The questions asked in _____ interview are open ended.

- A. situational
- B. behavioural
- C. abstract
- D. role playing

ANSWER: C

41. _____ can train new workers.

- A. HR Professionals
- B. Marketers
- C. CEOs
- D. Managers

ANSWER: A

42. A _____ interview requires the applicant to answer questions regarding a specific situation.

- A. abstract
- B. behavioural
- C. situational vignette
- D. role playing

ANSWER: C

43. _____ questions can be used to reveal a person's willingness to adapt.

- A. Situational
- B. Abstract
- C. Behavioural
- D. Role playing

ANSWER: B

44. _____ is an interview technique that requires applicants to participate in a simulated situation and to react as if this service environment were real.

- A. Role playing
- B. Abstract questioning
- C. Situational vignette
- D. Behavioural approach

ANSWER: A

45. Role playing is often used in the _____ phase of recruitment.

- A. initial
- B. medium
- C. final
- D. start

ANSWER: C

46. A _____ approach towards the service employees will help to generate revenue achieved by the employees.

- A. profit oriented
- B. career oriented
- C. employee oriented

D. customer oriented

ANSWER: D

47. The key to motivation is _____ and effective hiring.

A. partial

B. reliable

C. unreliable

D. impartial

ANSWER: D

48. _____ and Rewarding are two effective ways of retaining employees.

A. Training

B. Evaluating

C. Motivating

D. Hiring

ANSWER: C

49. _____ is an important way to motivate employees.

A. Feedback & Recognition

B. Evaluating

C. Retaining

D. Selecting

ANSWER: A

50. _____ training allows service employees at all levels to hone their skills.

A. Off job training

B. Online training

C. Visual training

D. Ongoing training

ANSWER: D

51. _____ is one of the effective way of retaining the employees.

A. Evaluating

B. Motivating

C. Hiring

D. Training

ANSWER: B

52. _____ are effective motivators

A. Objectives

B. Goals

C. Team spirit

D. Rewards

ANSWER: B

53. _____ has given several employees some degree of responsibility and autonomy for making decisions related to specific tasks of the organisation.

A. Employee empowerment

B. Training & development

C. Employee referral

D. Employee authority

ANSWER: A

54. Employee empowerment enables employees to make decision at _____ levels.

A. higher

B. lower

C. medium

D. narrow

ANSWER: B

55. Employee empowerment boosts _____ and reduces cost.

A. productivity

B. employees

C. results

D. outcome

ANSWER: A

56. _____ between customers are uncommon.

A. Goals

B. Disagreement

C. Conflicts

D. Objectives

ANSWER: C

57. _____ helps to involve employees in their assigned tasks and generate output quickly.

A. Motivation

B. Rewards

C. Collaboration

D. Teamwork

ANSWER: D

58. In External marketing, marketers communicate with their customers _____ and convince them to buy the products.

A. directly

B. indirectly

C. separately

D. externally

ANSWER: A

59. Team spirit requires the _____ of whole and identifiable pieces of work.

A. separation

B. completion

C. segmentation

D. minimisation

ANSWER: B

60. _____ is one of the limitations of employee empowerment.

- A. Communication booster
- B. Reduced turnover
- C. Arrogance
- D. Collaboration

ANSWER: C

Unit 3:

1. Customer expectations can be better known through _____

- A. Consumers
- B. Market research
- C. Historical sales records
- D. Questionnaires

ANSWER: B

2. In public and _____ agencies, the greatest expenses and the greatest assets are employees

- A. Private
- B. Non-profit
- C. Sole proprietary
- D. MNC

ANSWER: B

3. _____ generate a number of stressful situations for employees

- A. Organizations
- B. Banks
- C. Hotel Industrial service sector
- D. Law firms

ANSWER: D

4. Labourers and _____ workers may be given daily wages of contractual payments

- A. Skilled
- B. Temporary
- C. Unskilled
- D. Permanent

ANSWER: C

5. Agents and Brokers work on _____ basis

- A. Demand
- B. Market value
- C. Commission
- D. Intermediary

ANSWER: C

6. A career in the _____ has risks

- A. Defence force
- B. Advertisement

C. Wholesale and retail

D. Education

ANSWER: A

7.The organized retailing is a massive _____ oriented industry that recruits a large pool of employees

A. Man power

B. Skill

C. Profit

D. Service

ANSWER: A

8.Loyal customers contribute to positive _____ publicity which broadens customer base with minimal costs

A. Word-of-mouth

B. Written feedback

C. Service review

D. Service delivery

ANSWER: A

9.The HR departments of ad agency handle benefits _____ , compensation and staffing (April 19)

A. Accounts

B. Clients

C. Development

D. Administration

ANSWER: D

10.People employed by wholesalers as well as retailers may _____ within few months of joining

A. Quit Jobs

B. Receive benefits

C. Complete training

D. Face challenges

ANSWER: A

11.Low pay contributes to _____

A. Employee demorale

B. High turnover

C. Work conflicts

D. Work regression

ANSWER: B

12.The current call for ICT usage in education is worthy and it's implementation in the nation is in the _____ stage

A. Advanced

- B. Toddling
- C. Development
- D. Mature

ANSWER: B

13. Recruitment of police including Mumbai police is subject to _____

- A. Physical performance
- B. Theory and practical performance
- C. Corruption and political influence
- D. All of the above

ANSWER: C

14. _____ employees in the Bank are expected to work as both tellers and customer service representatives

- A. Branch
- B. Outsourced
- C. Temporary
- D. Intern

ANSWER: A

15. The dimensions of challenges faced by HR may vary from _____ or business to business

- A. Organization to clients
- B. Department to department
- C. Industry to industry
- D. All of the above

ANSWER: C

16. The _____ sector is a capital and technology intensive sector requiring large number of engineers, technicians and other skilled workers

- A. Power
- B. IT
- C. Healthcare
- D. Hotel

ANSWER: A

17. Machines cannot be _____ for most public and non-profit employees

- A. Suited
- B. Substituted
- C. Available
- D. Valuable assets

ANSWER: B

18. Usage of _____ is a challenge faced while delivering services through agents and brokers

- A. Transport

- B. Intermediaries
- C. Direct human interaction
- D. Electronic channels

ANSWER: D

19. _____ informs the service providers about any change in consumer preference or an entry of a competitor

- A. Wholesalers and retailers
- B. Agents and brokers
- C. Outsourced professional
- D. Logistics department

ANSWER: B

20. _____ are the greatest assets of public and non-profit organizations

- A. Technology
- B. Communication skills
- C. Employees
- D. Machines

ANSWER: C

21. _____ is a "promise" gap which the service provider has to bridge

- A. Bridging the communication Gap
- B. Bridging the delivery Gap
- C. Commitment to TQM from top management
- D. Bridging the knowledge Gap

ANSWER: A

22. Quality is defined as the perfect product according to specifications and has been emphasized by programs such as _____ pioneered by Motorola

- A. Plan-Do-Study-Act (PDSA)
- B. Total Quality Management (TQM)
- C. Rapid-Cycle Improvement (RCI)
- D. Six Sigma

ANSWER: D

23. The strength of the _____ is that it offers generic insights and solutions that can be applied across industries

- A. Gap model
- B. Dimensions of service quality
- C. HR
- D. Research and development

ANSWER: A

24. "Bridging the communication Gap", this gap may occur because of overstating the service promise or poor communication between _____ etc

- A. Top level and lower level

- B. Business and clients
- C. Different departments
- D. Business and business

ANSWER: C

25. _____ Gap may occur because of ineffective recruitment and role ambiguity

- A. Service Delivery – External Communications to Customer
- B. Customer Expectation – Management Perception
- C. Management Perception – Service Quality Expectation
- D. Service Quality Specifications – Service Delivery

ANSWER: D

26. The _____ nature of service is always variable and cannot be repeated

- A. Wide-ranging
- B. Heterogeneous
- C. Miscellaneous
- D. Diversified

ANSWER: B

27. _____ has been defined as "Conformance to standards and specifications" (Crosby, 1979)

- A. Profit
- B. Evaluation
- C. Quality
- D. Service

ANSWER: C

28. It is difficult to measure the service quality due to _____

- A. Consistency
- B. Intangibility
- C. Separable nature
- D. Inventory

ANSWER: B

29. The 5 Dimensions of service quality include Tangibles, _____, Responsiveness, Reliability and Assurance

- A. Inseparability
- B. Heterogeneity
- C. Insurance
- D. Empathy

ANSWER: D

30. One of the reasons to fill the gaps is to find out how the service providers can have sustainable _____

- A. Competitive advantage
- B. Cooperative interactions
- C. Profit

D. Exchange of information

ANSWER: A

31. The _____ dimension is about creating first hand impression

A. Reliability

B. Tangible

C. Responsiveness

D. Assurance

ANSWER: B

32. _____ Strategies is used when the service principal and the agents both are on equal footing in the power equation

A. Partnering

B. Empowering

C. Intermediating

D. Control

ANSWER: A

33. _____ plays a vital role in development of an organization making it an invaluable asset for an organization

A. Organizational structure

B. Human Resources

C. Training and Development

D. Performance evaluation

ANSWER: B

34. There is a _____ relationship between happy employees and customer loyalty and a firm's profitability

A. Equal

B. Direct

C. Impartial

D. Linear

ANSWER: D

35. _____ industry refers to core sectors of economy like road, railways, power. etc

A. Infrastructure

B. Automobiles

C. Logistics

D. Transportation

ANSWER: A

36. The _____ indicates the difference between the actual performance and the customer's perception of the service

A. Management Perception Gap

B. Customer Gap

C. Provider Gap

D. Service Quality Expectation Gap

ANSWER: B

37. High quality services contribute to higher _____

- A. Service satisfaction
- B. service value
- C. Customer satisfaction
- D. Profitability

ANSWER: D

38. _____ is a service provided by government to people living within its jurisdiction, either directly or by financing provision of services

- A. Fiscal service
- B. Insurance
- C. Public service
- D. Transportation

ANSWER: C

39. There is a strong and dedicated team required to manage _____

- A. Service quality
- B. Allocation of resources
- C. Disasters
- D. HR personnel's

ANSWER: C

40. _____ depends on the perception of customers which is difficult to measure

- A. Service performance
- B. Quality
- C. Service
- D. Goodwill

ANSWER: B

41. The _____ Service Quality Dimensions refer to how the company cares and gives individualized attention to their customers, to make the customers feel extra valued and special

- A. Assurance
- B. Reliability
- C. Empathy
- D. Responsiveness

ANSWER: C

42. _____ are important sources of information for the marketer

- A. Pre-sales reports
- B. Communication
- C. Customer demand
- D. Agents and Brokers

ANSWER: D

43. _____ is created in the design process of the service product and laying down of specifications for service quality during service transactions

- A. Management Perception - Service Quality Expectation Gap
- B. Service Delivery - External Communications to Customer
- C. Service Quality Expectations - Service Delivery Gap
- D. Customer Expectation - Management Perception Gap

ANSWER: A

44. It is important for the _____ to invest in attracting and training high quality resources for long term sustainable growth of the sector

- A. Government
- B. Regulators
- C. Industry
- D. All of the above

ANSWER: D

45. _____ can be implemented only when the service principal is more powerful and assertive than the intermediary

- A. Control strategies
- B. Partnering strategies
- C. Intermediating strategies
- D. Empowering strategies

ANSWER: A

46. An issue faced in wholesale and retail is _____

- A. Workforce Attrition
- B. Instability of job
- C. Loss of control over price
- D. Reporting structure

ANSWER: A

47. _____ is an issue and a challenge faced by HR in legal services

- A. Competency in team building
- B. Competency in communication
- C. Confidentiality
- D. Commitment to Quality

ANSWER: C

48. While executives in the Hotel industry emphasize _____, those in HR also note morale as a concern

- A. Retention and Recruitment
- B. Recruitment and Selection
- C. Training and Development
- D. Performance Evaluation and Appraisals

ANSWER: A

49. _____ is an issue faced in Advertising

- A. Developing Talent
- B. Problems of Staffing
- C. Poor Working Condition
- D. Lack of Formal Education

ANSWER: A

50. The _____ is measured by the perceived service quality

- A. Revenue
- B. Profit
- C. Demand
- D. Service Performance

ANSWER: D

51. _____ is an issue faced in Hotel industrial services

- A. Secure funding
- B. Shrinkage
- C. Poor supervision
- D. Finding talent

ANSWER: B

52. Balancing workload against needed power requires _____

- A. Planning
- B. Controlling
- C. Human Resources
- D. Logistics

ANSWER: A

53. People employed by _____ may quit jobs within few months of joining

- A. Hotel industry
- B. Wholesalers as well as Retailers
- C. Healthcare Industry
- D. Banks

ANSWER: B

54. The _____ is the go-to department when it comes to employment policies and procedures about what to do in emergency situations

- A. Compensation Management
- B. Grievance Handling
- C. Training and Development
- D. HR Department

ANSWER: D

55. The Characteristics that are vital for defence personnel of the future are _____

- A. Quick decision-making capability and adaptability

- B. Higher technical competence
- C. Greater motivational levels
- D. All of the above

ANSWER: D

56. There is a need for creating new _____ to adapt and evolve to changes by the HR

- A. Policies
- B. Organizational structure
- C. Models and strategies
- D. Strategy

ANSWER: C

57. HR needs to analyse, innovate and reconstruct existing policies in order to keep up with the _____

- A. Frequent changes
- B. Market trends
- C. Organizations Objectives
- D. Company policy

ANSWER: A

58. _____ is a way HR can deal with common issues

- A. Electronic channels
- B. Technology
- C. Training
- D. Employee engagement

ANSWER: B

59. In this new reality, quality is critical for _____

- A. Success
- B. Profitability
- C. Service evaluation
- D. Product enhancement

ANSWER: A

60. The _____ service quality dimension refers to the willingness of the company to help its customers in providing them with a good, quality and fast service

- A. Empathy
- B. Tangible
- C. Assurance
- D. Responsiveness

ANSWER: D

Unit 4:

1. In many service industries the search for _____ is important

- A. Economical Transportation.
- B. Productivity.

- C. Opportunities.
- D. Promotion channels.

ANSWER: B

2. Outcomes for the firm are low service quality and high _____.

- A. Employee turnover.
- B. Employee Retention.
- C. Employee Productivity.
- D. Increased morale.

ANSWER: A

3. Globalization of the _____ and globalization of business is very much interdependent.

- A. World.
- B. Trade.
- C. Economics.
- D. Technology.

ANSWER: C

4. _____ groups in organizations directly concern themselves with several key areas.

- A. Organizational Effectiveness.
- B. Organizational Development.
- C. Organizational Behavior.
- D. Decision making.

ANSWER: A

5. Employees and managers readily offer their assistance to each other to meet corporate _____.

- A. Goals.
- B. Objectives.
- C. Mission.
- D. All of the above.

ANSWER: B

6. Companies provide _____ training and opportunities for employees to enhance their work-related-skills.

- A. Hands-on training.
- B. On -the -job.
- C. Off-the-job.
- D. Instructor-led training

ANSWER: C

7. _____ is one of the main characteristics of a healthy organization.

- A. Clearly Defined Structure.
- B. Great Teamwork.
- C. Good leadership.
- D. Service Leadership.

ANSWER: C

8. Healthy organizations always look for _____ to grow.

- A. Change.

- B. Opportunities.
 - C. Threats.
 - D. Customers.
- ANSWER: B

9. Companies do not ignore _____.
- A. Poor performance.
 - B. Opportunities.
 - C. Threats.
 - D. Productivity.
- ANSWER: A

10. Service leadership means driving for the _____ that the customer wants and is willing to pay for it.
- A. Services
 - B. Quality.
 - C. Productivity.
 - D. Tangibility.
- ANSWER: A

11. Successful HRP ensures that the HRP process of a service firm is within the _____.
- A. Time Horizons.
 - B. Budgetary limits.
 - C. Strategic planning.
 - D. None of the above.
- ANSWER: B.

12. Which one of the following is not a part of process of Human resource planning evaluation?
- A. Decide on the purpose of evaluation.
 - B. Establish a control system.
 - C. Recruitment.
 - D. Feedback evaluation.
- ANSWER: C

13. Globalization of the World economy is achieved by globalizing the _____ economies.
- A. Social.
 - B. Political.
 - C. National.
 - D. Cultural.
- ANSWER: C

14. Without proper training, workers feel lost in their positions leading to _____ performance.
- A. Unproductive.
 - B. productive.
 - C. Low.
 - D. All of the above.
- ANSWER: A.

15. _____ Knowledge comes from both experience and longevity with a company.
- A. Product.

- B. Market.
- C. Customer.
- D. Work.

ANSWER: A

16. Employee satisfaction results from the support of _____ that understands the needs of both the employees and the customers

- A. Middle management.
- B. Top management.
- C. Lower management.
- D. Managers.

ANSWER: B

17. _____ is the largest sector of Indian economy and its growth rate is higher than the other sectors

- A. Agricultural.
- B. Industrial.
- C. Service.
- D. Mining.

ANSWER: C

18. In many service businesses, the caliber and _____ of the labour force have become a major source of competitive advantage.

- A. Commitment.
- B. Skills.
- C. Knowledge.
- D. Experience.

ANSWER: A

19. _____ organizations cannot afford to have HR specialists who do not understand customers and their needs.

- A. Service.
- B. Agricultural.
- C. Industrial.
- D. Matrix.

ANSWER: A

20. HRP evaluation helps in verifying the _____ Path of the organization.

- A. Career.
- B. Development.
- C. Under-developed.
- D. All of the above.

ANSWER: B

21. _____ Evaluation helps in managing the best talent and thereby ensuring the retention of the best talent in the organization.

- A. .Human Resource Accounting (HRA).

- B. Human Resource Planning (HRP).
 - C. Human Resource Management (HRM).
 - D. Human Capital Management (HCM).
- ANSWER: B

22. _____ Organizations in the earlier stages of growth may not have well defined personnel planning.

- A. Small.
- B. Big.
- C. Divisional.
- D. Matrix.

ANSWER: A

23. According to the _____ model a connection exists between high profits, customer loyalty and satisfaction and employee productivity.

- A. Service-profit chain.
- B. Service leadership.
- C. Supply chain.
- D. Marketing.

ANSWER: A

24. Businesses with high employee _____ are frequently stuck in what has been termed as the cycle of failure.

- A. Retention.
- B. Turnover.
- C. Morale.
- D. Dissatisfaction.

ANSWER: B

25. _____ focuses on learning the rules and technical aspects of the job, and it also helps in improving human interactions with customers and fellow-workers.

- A. Staffing.
- B. Training.
- C. Planning.
- D. Communication.

ANSWER: B

26. _____ Job designs are accompanied by training and empowerment practices that allow frontline personnel to control quality.

- A. Broadened.
- B. Narrower.
- C. Vertical.
- D. None of the above.

ANSWER: A

27. Indian companies are stepping up _____.

- A. Import.

- B. Export.
- C. New opportunities.
- D. Growth.

ANSWER: B

28. _____ Management values the input of employees who make suggestions on how to improve productivity and achieve high performance rates.

- A. Upper-level.
- B. Lower-level.
- C. Middle-level.
- D. All of the above.

ANSWER: A

29. A healthy organization shares its business _____ with employees at every level of the organization.

- A. Objectives.
- B. Goals.
- C. Mission.
- D. Profit.

ANSWER: B

30. There has been a sharp increase in both the trade and _____ intensity over the last ten years.

- A. Import.
- B. Export.
- C. Production.
- D. Profit.

ANSWER: B

31. The creation of the _____ is stimulating increased cross-border trade.

- A. World Trade Organization (WTO).
- B. World Health Organization (WHO).
- C. Functional organization.
- D. Matrix organization.

ANSWER: A

32. In India, the process of dismantling trade barriers was started in the year _____.

- A. 1997.
- B. 1991.
- C. 1980.
- D. 1994.

ANSWER: B

33. Poor _____ skills are one of the reasons for attrition service sector

- A. Leadership.
- B. Interpersonal.
- C. Computer.
- D. Problem solving.

ANSWER: A

34. Treat employees as _____ is one of the strategy to retain the employees in the organization'

- A. Slaves
- B. Customer.
- C. Partners.
- Supplier.

ANSWER: B

35. _____ Evaluation is the systematic process of determining the success of the HRP Process.

- A. Human resource planning (HRP).
- B. Human resource Management (HRM).
- C. Human Capital Management (HCM).
- D. None of the above.

ANSWER: A

36. _____ are the means to achieve the organizational objectives.

- A. Planning.
- B. Procedures.
- C. Strategy.
- D. Mission.

ANSWER: C

37. _____ has become a regular feature both in the public sector as well as in the private sector organization.

- A. Outsourcing.
- B. Leadership.
- C. Clearly defined structure.
- D. Quality of information.

ANSWER: A

38. _____ in human resources refer to gradual loss of employees over time.

- A. Retention.
- B. Lay-off.
- C. Attrition.
- D. Turnover.

ANSWER: C

39. The _____ is a theory and business concept evolved by a group of researchers from Havard University in the nities.

- A. Elton Mayo's Human Relation.
- B. Service profit chain.
- C. Service leadership chain.
- D. Employee customer profit chain.

ANSWER: B

40. _____ is one of those organizational functions that help a company to stay efficient and productive.

- A. Training and Development.
- B. Communication.
- C. Clear goals.
- D. Delegate.

ANSWER: B

41. The _____ of the company can help to drive the company profit.

- A. Workforce.
- B. Goals and objective.
- C. Flexibility.
- D. Mission and Vision.

ANSWER: A

42. _____ are those firms that stand out in their respective markets and industries.

- A. Service Leaders.
- B. Corporate Leaders.
- C. Professional service Leaders.
- D. Market Leaders.

ANSWER: A

43. Customer satisfaction does not equal to _____.

- A. Customer loyalty.
- B. Customer Value.
- C. Customer retention.
- D. None of the above.

ANSWER: A

44. The structure and the order of the organization do not limit _____ and _____.

- A. Profit and Innovation.
- B. Growth and Profit.
- C. Innovation and Growth.
- D. Growth and production.

ANSWER: C

45. Healthy organizations follow the policies and the regulations of local, state and _____ government.

- A. Central.
- B. Federal.
- C. Republic.
- D. Monarchy.

ANSWER: B

46. About _____ Indian companies have got their ISO-9001 certificate in the last five years.

- A. 6000.

- B. 10,000.
- C. 5000.
- D. 8000.

ANSWER: C

47. Some countries have signed the _____ agreement which has removed all barriers to trade among the countries.

- A. North American free trade.
- B. The European Union.
- C. Asia- Pacific Economic Cooperation.
- D. All of the above.

ANSWER: A

48. Companies often set up overseas plants to reduce high _____ costs.

- A. Transportation.
- B. Overhead.
- C. Production.
- D. Export.

ANSWER: A

49. Many companies have adopted the idea that employees are also the _____ of the organization and that basic marketing strategies can be directed to them.

- A. Customer.
- B. Stakeholders.
- C. Partners.
- D. All of the above.

ANSWER: A

50. The Cycle of _____ is likely to be found in large and bureaucratic Organization.

- A. Failure.
- B. Mediocrity.
- C. Success.
- D. Profit.

ANSWER: B

51. In many service industries the search for _____ is a central focus.

- A. Productivity.
- B. Profitability.
- C. Customer interaction.
- D. Stability.

ANSWER: A

52. Recognition may not always be _____.

- A. Monetary.
- B. Non-Monetary.

- C. Awards and recognition.
- D. All of the above.

ANSWER: A

53. Without proper _____ workers feel lost in their position leading to unproductive performance.

- A. Planning.
- B. Staffing.
- C. Training.
- D. Communication.

ANSWER: C

54. The service profit chain model recognizes that employee retention directly impacts _____.

- A. Customer satisfaction.
- B. Customer loyalty.
- C. Customer Value.
- D. All of the above.

ANSWER: A

55. Outsourcing is usually done for _____ activities.

- A. Core.
- B. Non-Core.
- C. Supply chain management.
- D. All of the above.

ANSWER: B

56. Systematic evaluation of _____ process helps to predict the future market trends well in advance and takes proactive steps to avoid the negative effects of such problems.

- A. Human Resource Planning (HRP).
- B. Human Resource Accounting (HRA).
- C. Human Resource Management (HRM).
- D. Human Capital Management (HCM).

ANSWER: A

57. _____ Departmental communication is required to develop mutual trust and avoid all conflicting situations.

- A. Intra.
- B. Inter.
- C. Cross.
- D. All of the above.

ANSWER: B

58. The success of HRP to a great extent depends upon the _____ end _____ of the HRP practioners.

- A. Skills and Knowledge.
- B. Leadership and Experience.
- C. Knowledge and Ability.
- D. skills and Experience.

ANSWER: A

59. HRP evaluation helps in managing the best talent and thereby ensuring the _____ of the best talent in the organization.

- A. Retention.
- B. Performance.
- C. Development.
- D. All of the above.

ANSWER: A

60. There are 2 kinds of control systems: Strategic control system and _____ control system.

- A. Operational.
- B. Technical.
- C. Communication.
- D. Performance.

ANSWER: A

61. The HRP evaluation in a service organization follows a _____ process.

- A. Operational.
- B. Technical.
- C. Systematic.
- D. Non- Systematic.

ANSWER: C

62. _____ means different things to different people.

- A. Ethics.
- B. Value.
- C. Morale.
- D. Profit.

ANSWER: B

63. The inexperienced middle and _____ management is also one of the key causes of attrition.

- A. Lower.
- B. Frontline.
- C. Human resource.
- D. All of the above.

ANSWER: B

64. _____ is the concept of how effective an organization is in achieving the outcomes the organization intends to produce.

- A. Organizational Growth.
- B. Organizational Development.
- C. Organizational Effectiveness.
- D. Organizational Performance.

ANSWER: C

