

Unit 1 HRM-SSM	
1	The service sector is also called _____ as sector. a) Primary b) Secondary c) Tertiary d) Dual
	Ans :- c) Tertiary
2	_____ sector covers manufacturing and making things. a) Primary b) Secondary c) Tertiary d) Dual
	Ans :- b) Secondary
3	Farming, mining and fishing are covered under _____ sector. a) Primary b) Secondary c) Tertiary d) Dual
	Ans :- a) Primary
4	In Green revolution the man learnt to use, exploit and interact with _____. a) Land and natural resources b) Equipments and machines c) Man-made resources d) Finance resources
	Ans :- a) Land and natural resources
5	In Industrial revolution the man learnt to use, exploit and interact with _____. a) Land and natural resource b) Equipments and machines c) Man-made resources d) Finance resources
	Ans :- b) Equipments and machines
6	In case of services, man is learning to use, exploit and interact with _____ for development. a) Land and natural resource b) Equipments and machines c) Man-made resources d) Finance resources
	Ans :- c) Man-made resources
7	Greater life expectancy invites opportunity in services like hospitals, nursing homes, _____. a) Investment banking b) Domestic activities c) Fast food restaurants

	d) Career institutes
	Ans :- a) Investment banking
8	Service provides like pollution control agencies, car pools, water management are coming up because _____ issues. a) Need for Environment conservation b) Product complexity c) Product innovation d) Leisure time
	Ans :- a) Need for Environment conservation
9	The result of _____ are delays in production schedules, accidents and wastage of floor area. a) Squareneck b) Bottleneck c) De-necks d) Dualneck
	Ans :- b) Bottleneck
10	Labour is paid for every _____ it spends in the factory. a) week b) year c) hour d) month
	Ans :- c) hour
11	_____ is the environment in which the service is delivered and where the firm and customer interact. a) physiscape b) servicescape c) dualscape d) sitescape
	Ans :- b) servicescape
12	A service culture exists when employer motivate the employees to take ___centric approach to their duties and work. a) product b) cost c) customer d) investor
	Ans :- c) customer
13	There has to be a service culture where the _____ needs are central to decisions about systems, processes and behaviours etc. a) manager b) employee c) customer d) management

	Ans :- c) customer
14	_____marketing is a facet of customer relationship management focusing on customer loyalty. a) traditional b) transactional c) relationship d) direct contact
	Ans :- c) relationship
15	In the high-tech age,_____ marketing has become the base on which the business strategies are built. a) relationship b) traditional c) transactional d) direct contact
	Ans :- a) relationship
16	Successful _____marketing strategy helps the organization strengthen its revenue streams on long term basis. a) relationship b) traditional c) transactional d) direct contact
	Ans :- a) relationship
17	_____marketing is a core corporate philosophy on which the business strategy is built upon. a) relationship b) traditional c) transactional d) direct contact
	Ans :- a) relationship
18	The _____market model helps organization to study about the stakeholders which are important to them. a) Four b) Six c) Five d) Dual
	Ans :- b) Six
19	_____ market is when customers buy something after being referred by the friends and relatives. a) Influence b) Referral c) customer d) supplier

	Ans :- b) Referral
20	_____ market helps to keep best people who can add value to organization. a) Employee b) Referral c) customer d) Influence
	Ans :- a) Employee
21	Service employee's words and actions should reflect _____ to customers. a) nervousness b) assurance c) ignorance d) arrogance
	Ans :- b) assurance
22	Service companies can use their contract employees as _____ personnel. a) hr b) sales c) finance d) liasoning
	Ans :- b) sales
23	Organizational productivity is _____ by using customers as a resource to perform task. a) decreased b) increased c) stable d) unstable
	Ans :- increased
24	Service encounter is also called as _____. a) moment of truth b) moment of service c) moment of delivery d) moment of contact
	Ans :- a) moment of truth
25	A _____ is defined as an instance where customer and organization come in contact with one another. a) moment of service b) moment of truth c) moment of delivery d) moment of contact
	Ans :- b) moment of truth
26	Various instances such as greeting the customers, handling queries/complaints constitutes _____. a) moment of quality b) moment of truth

	c) moment of delivery d) moment of contact
	Ans :- b) moment of truth
27	A hotel customer experiences such as checking into the hotel, eating a restaurant meal are called as _____ . a) moment of quality b) moment of truth c) moment of delivery d) moment of contact
	Ans :- b) moment of truth
28	According to Karl Albrecht, _____ is any episode in which customer comes in contact with the organization. a) moment of quality b) moment of truth c) moment of delivery d) moment of contact
	Ans :- b) moment of truth
29	Service encounters are _____ oriented. a) goal b) moment c) profit d) focus
	Ans :- a) Goal
30	_____ aspects of services, customer satisfaction is included in physical evidence. a) intangible b) local c) tangible d) profit
	Ans :- c) tangible
31	_____ is a characteristic of 'services' because both customer and service providers are required to form the service. a) Perishability b) Inseparability c) Intangibility d) Tangibility
	Ans :- b) Inseparability
32	Which of the following is not a characteristic of services? a) Perishability b) Tangibility c) Intangibility d) Variability
	Ans :- b) Tangibility

Unit 2 HRM- SSM	
1	Service employees contributes to the organization by _____. a) Communicating with investor b) Customer pull and maintenance c) handling finances d) accounts management
Ans :- b) Customer pull and maintenance	
2	According to Philip Kotler, service marketing triangle comprise of internal marketing, external marketing and _____ marketing. a) Intentional b) Interactive c) Direct d) Referral
Ans :- b) Interactive	
3	In _____ marketing, marketers interact directly with the end users. a) Internal b) External c) Intentional d) Interactive
Ans :- b) External	
4	In _____ marketing, marketers try to interact with their employees. a) Internal b) External c) Intentional d) Interactive
Ans :- a) Internal	
5	The front-line service employees are also referred as boundary _____. a) Spanners b) Scanners c) Shrinkers d) Smoothers
Ans :- a) Spanners	
6	Customer contact personnel must attend to both _____ and marketing goals. a) finance b) manufacturing c) operational d) development
Ans :- c) operational	
7	The job may require staff to smile and be friendly to rude customers, is an example of _____. a) Organization/Client conflict b) Inter-client conflict c) Person/Role conflict

	d) Intra-client conflict
	Ans :- c) Person/Role conflict
8	Service employees frequently face dilemma of whether they should follow the company's role or satisfy customer demands, this conflict is called as _____. a) Inter-client conflict b) Organization/Client conflict c) Intra-client conflict d) Person/Role conflict
	Ans :- b) Organization/Client conflict
9	_____ conflict causes stressful and unpleasant task/situation for service employees while serving two customers. a) Intra-client b) Inter-client c) Person/Role d) Organization/Client
	Ans :- b) Inter-client
10	_____ is the process of managing feelings and expressions to fulfil the emotional requirements of a job. a) Industrial labour b) Emotional labour c) Intelligence labour d) Material labour
	Ans :- b) Emotional labour
11	_____ describe the things that service workers do that goes beyond physical / mental duties. a) Material labour b) Industrial labour c) Intelligence labour d) Emotional labour
	Ans :- d) Emotional labour
12	Employees of service organizations have to stretch their physical/mental skills to deliver quality service that is why they are also called as _____. a) Material labour b) Intelligence labour c) Emotional labour d) Industrial labour
	Ans :- c) Emotional labour
13	Service _____ are the skills required for doing the job efficiently. a) dimensions b) competencies c) inclination d) certifications
	Ans :- b) competencies

14	Service _____ is the interest employees have in doing service-related work. a) inclination b) competencies c) dimensions d) certifications
	Ans :- Inclination
15	Key to empowerment is by giving the _____ to make decisions, to the service employees. a) salary b) authority c) training d) loyalty
	Ans :- b) authority
16	Background investigations, reference checks, work history verifications are the common _____ standards. a) production b) pre-employment c) marketing d) operations
	Ans :- b) pre-employment
17	Recruitment firm can hire _____ worker with less expertise so that organization gets some time to get right candidate for the vacant post. a) contract b) labour c) temporary d) junior
	Ans :- a) contract
18	Which among the following is not the best selection technique for employees in service sector? a) Abstract questioning b) Situational questioning c) Technical test d) Role playing
	Ans :- b) Technical test
19	Abstract questioning can be used to reveal a person's willingness to _____ . a) Adapt b) Train c) Answer d) Preserve
	Ans :- a) Adapt
20	_____ Interview requires the applicant to answer questions regarding a specific situation. a) Abstract questioning b) Situational question

	c) Role play d) Group discussion
	Ans :- b) Situational question
21	_____ Interviewing technique requires applicants to participate in a simulated situation and react. a) Abstract questioning b) Situational question c) Role play d) Group discussion
	Ans :- c) Role play
22	Role play is mostly used in the _____ phase of recruitment. a) Initial b) Pre-interview c) Final d) Middle
	Ans :- c) Final
23	_____ allows for a give and take that service employees appreciate and respond to positively. a) training b) team spirit c) rewards d) promotions
	Ans :- b) team spirit
24	Employee _____ has given employees some degree of responsibility and autonomy for making decisions. a) Engagement b) Empowerment c) Training d) Involvement
	Ans :- b) Empowerment
25	Which of the following is not the advantage of Employee Empowerment? a) Improves Quality of Service b) Increases Collaboration c) Can increase Arrogance in some employees d) Reduced attrition rate
	Ans :- c) Can increase Arrogance in some employees
26	Which of the following is not the limitation of Employee Empowerment? a) Employees can abuse power b) Can increase Arrogance in some employees c) Improves Quality of Service d) Risk of confidentiality
	Ans :- c) Improves Quality of Service

27	<p>_____ marketing in a service triangle, means marketing between the customers and employees.</p> <p>a) Internal b) Interactive c) Intentional d) External</p>
	Ans :- b) Interactive
28	<p>_____ marketing in a service triangle, means building confidence and motivation in your employees.</p> <p>a) Internal b) External c) Interactive d) Intentional</p>
	Ans :- a) Internal
29	<p>_____ marketing in a service triangle is mostly used to help customer make a purchase decision.</p> <p>a) Interactive b) Internal c) Intentional d) Persuasion</p>
	Ans :- a) Interactive
30	<p>_____ employees need high level of emotional labour.</p> <p>a) Managerial b) Front-line c) Executive d) Operational</p>
	Ans :- b) front line
31	<p>_____ conflict occurs when service provider is serving customers in turns or is serving many customers simultaneously.</p> <p>a) Inter-client b) Person/role c) Organization-client d) Intra-client</p>
	Ans :- a) Inter-client
	Unit 3 HRM-SSM
1	<p>_____ service quality dimension refers to the appearance of the physical surrounding and facilities equipment.</p> <p>a) Reliability b) Tangible c) Responsiveness d) Empathy</p>
	Ans :- b) Tangible

2	<p>_____ service quality dimension refers to how the company is performing and completing their promised services.</p> <p>a) Reliability b) Tangible c) Responsiveness d) Empathy</p>
	Ans:- a) Reliability
3	<p>_____ Service quality refers to willingness of company to help customers in providing them with a good quality & fast service.</p> <p>a) Reliability b) Tangibles c) Responsiveness d) Empathy</p>
	Ans:- c) Responsiveness
4	<p>_____ service quality dimension refers to how the company provides individualized attention to their customers.</p> <p>a) Reliability b) Tangibles c) Responsiveness d) Empathy</p>
	Ans:- d) Empathy
5	<p>Services Gap model is conceptual tool to identify & correct service _____ problems.</p> <p>a) Access b) Quantity c) Quality d) Delivery</p>
	Ans:- c) Quality
6	<p>The gap between service expectation and service encounter is the service _____</p> <p>a) Access b) Quantity c) Quality d) Delivery</p>
	Ans:- :- c) Quality
7	<p>There are _____ provider gap which defines shortfalls within the service firm.</p> <p>a) Two b) Three c) Four d) Five</p>
	Ans:- c) Four
8.	<p>Customer expectation - Management Perception Gap is the result of _____</p> <p>a) Lack of marketing research b) Role ambiguity c) Ineffective recruitment d) Poor teamwork</p>
	Ans:- a) Lack of marketing research
9	<p>Management perception – Service Quality Specification Gap is called because of _____</p>

	<ul style="list-style-type: none"> a) Role Ambiguity b) Unsystematic service development process c) Ineffective recruitment d) Poor teamwork
	Ans:- b) Unsystematic service development process
10	<p>Service Quality Specification – Service Delivery Gap is called because of ____</p> <ul style="list-style-type: none"> a) Ineffective recruitment b) lack of marketing research c) unsystematic service development process d) too many layers of management
	Ans:- a) Ineffective recruitment
11	<p>Service Delivery – External Communication Gap is caused by ____</p> <ul style="list-style-type: none"> a) Ineffective recruitment b) lack of marketing research c) over promising in advertisement d) role conflict
	Ans:- c) over promising in advertisement
12	<p>For effective service delivery through agents and brokers ____ strategy can be used when the service principal is more powerful than agents/ Brokers</p> <ul style="list-style-type: none"> a) Empowering b) Control c) partnering d) mediating
	Ans:- b) Control
13	<p>For effective service delivery through agents/ brokers ____ strategy can be used when the service principal is new to the market & agents/ Broker are well known.</p> <ul style="list-style-type: none"> a) Empowering b) Control c) partnering d) mediating
	Ans:- a) Empowering
14	<p>For effective service delivery through agents/Brokers ____ strategy can be used when the service principal & agent/ Broker both are equally well known</p> <ul style="list-style-type: none"> a) Empowering b) Control c) partnering d) mediating
	Ans:- c) partnering
15	<p>Service industry is highly ____ intensive.</p> <ul style="list-style-type: none"> a) Manager b) labour c) executive d) leader
	Ans:- b) labour
16	<p>Which of these is not an external pressure.</p> <ul style="list-style-type: none"> a) employee retention management b) changes in market c) customer demographics d) changes in government regulations

	Ans:- a)employee retention management
17	Which of these is not an internal pressure. a)training & development b) infrastructure c) workforce planning d) customer demographics
	Ans:- d) customer demographics
18	_____ industry refers to core sector of economy like road, railway, power. a) Private service b) Public service c) Primary d) Secondary
	Ans:- b) Public Service
19	When management fails to accurately identify customer expectation it is referred to as the _____. a) design gap b) knowledge gap c) performance gap d) communication gap
	Ans:- b) knowledge gap
20	_____ is measured by how well the service design specification match up to management's understanding of customer expectations. a)design gap b) knowledge gap c) performance gap d) communication gap
	Ans:- a)design gap
21	The ___ is the variation in service design & service delivery. a)design gap b) knowledge gap c) performance gap d) communication gap
	Ans:- c) performance gap
22	The _____ is the difference between what is promised to customers and what is delivered. a)design gap b) knowledge gap c) performance gap d) communication gap
	Ans:- d) communication gap
23	The _____ organization is one that is operated by government a)Primary sector b) public sector c) secondary sector d) executive sector
	Ans:- b) public sector
24	A_____ organization is organized for purposes other than generating profit & it's main purpose is to serve the society. a)Profit

	<p>b) non-profit c) SEO d) executive</p>
	<p>Ans:- b) non-profit</p>
25	<p>_____ is the difference between the service expectation & service actually received by the customer. a) service quality b) service tangibility c) service intangibility d) service delivery.</p>
	<p>Ans:- a) service quality</p>
26	<p>The _____ model is a tool to identify and correct service quality problems. a) Dual b) exchange c) Gap d) execute</p>
	<p>Ans:- c) Gap</p>
27	<p>An _____ is an intermediary acting on behalf of a service provider on a customer and is authorized to make agreement. a) agent b) manager c) executive d) trainer</p>
	<p>Ans:- a) agent</p>
28	<p>_____ is a sphere where HR has to operate to its maximum. a) train & development b) cost management c) financial auditing d) logistics management,</p>
	<p>Ans:- a) train & development</p>
29	<p>_____ is not an HR activity. a) Recruitment b) training & development c) payroll d) financial auditing.</p>
	<p>Ans:- d) financial auditing.</p>
30	<p>Business that meet/exceed expectation are considered to have _____ service quality. a) Low b) high c) Stable d) Firm</p>
	<p>Ans:- b) high</p>
31	<p>Which of the following is not tangible. a) Detergent b) Automobile c) investment management d) soft drinks.</p>
	<p>Ans:- c) investment management</p>

Unit 4 : HRM-SSM	
1	<p>The Very first step in the process of HRP evaluation is _____</p> <p>a)Decide the purpose b)establish control system c)select criteria d) feedback evaluation</p>
	Ans :- a) Decide the purpose
2.	<p>The final step in the process of HRP evaluation is _____</p> <p>a)Decide the purpose b)establish control system c)select criteria d) feedback evaluation</p>
	Ans:- d) Feedback evaluation
3.	<p>Which of the following is not a qualitative measure of HRP evaluation</p> <p>a) Feelings of key managers b) Attitude surveys c) Exit interview d) How much HR efforts contributes to organizational objectives</p>
	Ans:- d) how much HR efforts contributes to organizational objectives.
4.	<p>HRP stands for</p> <p>a) Human Resource Projection b) Human Resource Planning c) Human Resource Program d) Human Resource Protection</p>
	Ans:- b) Human Resource Planning
5.	<p>Purpose For HRP evaluation does not include</p> <p>a) Ensure right man for right job b) Avoid over/ under staffing c) To ensure effectiveness of HRP process d) To handle customer complaints</p>
	Ans:- d) to handle customer complaints
6.	<p>There are two kinds of control systems, of HRP evaluation process</p> <p>(i) Strategic (ii) _____</p> <p>a) Production b) Operational c) IT d) Data</p>
	Ans:- b) Operational
7.	<p>The Focus of _____ control system is on factors essential to the success of HR strategy.</p> <p>a) Operational b) Strategic c) Data d) Production</p>

	Ans:- b) Strategic
8.	The Focus of _____ control system is on guiding short-term decisions a) Strategic b) Operational c) Data d) Production
	Ans:- b) operational
9.	The HRP Process Evaluation has two kinds of criteria (i) Quantitative (ii) _____ a) Consultative b) Preventive c) Qualitative d) Appreciative
	Ans:- c) Qualitative
10.	The information about the feedback of the HRP process helps in detailed _____ of the work done. a) Synthesis b) Analysis c) Dismantling d) Implication
	Ans:- b) Analysis
11.	Hiring right man for right job ensures job _____ for employee. a) enlargement b) accuracy c) satisfaction d) transfer
	Ans:- c) Satisfaction
12.	HRP evaluation helps to judge the accuracy with which the demand and supply of _____ Are forecasted. a) labour b) material c) data d) finance
	Ans:- a) labour
13.	The HRP is also concerned with improvement & _____ of human resources. a) motivation b) execution c) deletion d) Selection
	Ans:- a) motivation
14.	HRP encourage smooth communication between _____ and other departments. a) Finance

	<ul style="list-style-type: none"> b) HR c) Marketing d) Production
	Ans:- b) HR
15.	<p>_____ is important to understand how increased diversity in workforce contributes towards success of organization.</p> <ul style="list-style-type: none"> a) Marketing b) HRP c) Financial d) Operational
	Ans:- b) HRP
16.	<p>The success of HRP to a great extent depends upon the skills and knowledge of the _____ practitioner.</p> <ul style="list-style-type: none"> a) Marketing b) Finance c) HR d) PR
	Ans:- c) HR
17	<p>Organizations need to anticipate vacancies for _____ level employees far in advance to provide sufficient time for recruitment.</p> <ul style="list-style-type: none"> a) Lower b) Higher c) Executive d) Contract
	Ans:- b) Higher
18	<p>Several organizations outsource part of their work to outside parties in the form of _____.</p> <ul style="list-style-type: none"> a) Contract b) Dual-contract c) Subcontract d) De-contract
	Ans:- c) Subcontract
19	<p>As the organizations reaches stage of maturity it experience _____ growth rate.</p> <ul style="list-style-type: none"> a) High b) Low c) Stable d) Unstable
	Ans:- b) Low
20	<p>_____ Leadership means driving for the services that the customers wants & is willing to pay for it.</p> <ul style="list-style-type: none"> a) Service b) Market c) Executive d) Data

	Ans : a) Service
21	Every employee-customer encounter is considered as an opportunity To improve _____ service and customer loyalty. a) Employee b) Customer c) Financial d) Supplier
	Ans: b) Customer
22	To adapt to an increasingly strategic role HR needs to shift its emphasis away from routine tasks such as _____ . a) PR activities b) Cost management c) Payroll and Benefits administration d) Logistics management
	Ans : c) Payroll & Benefits administration
23	The Service Profit chain is a business concept evolved by researchers From _____ University. a) Oxford b) Harvard c) Cambridge d) Scotland
	Ans : b) Harvard
24	Employee Satisfaction results from the support of upper management that understands the needs of employees and _____ a) Suppliers b) Customers c) Dealers d) Investors
	Ans: b) Customers
25	_____ in human resources refers to gradual loss of employees over time. a) Suppression b) Succession c) Attrition d) Attraction
	Ans : c) Attrition
26	_____ Is not the reason for attrition in Service sector. a) Employee's skills and the job b) Inadequate training c) Work life balance d) Failed advertisement
	Ans: d) Failed advertisement
	Business with high employee turnover are stuck on cycle of _____ a) Mediocrity

27	<ul style="list-style-type: none"> b) Failure c) Success d) Training
	Ans: b) Failure
28	<p>Organizations which offers job security but little scope for personal initiative suffers from cycle of _____</p> <ul style="list-style-type: none"> a) Mediocrity b) Failure c) Success d) Training
	Ans: a) Mediocrity
29	<p>With minimal allowances for flexibility or employee initiative job tend to be boring and repetitive due to cycle of _____</p> <ul style="list-style-type: none"> a) Failure b) Mediocrity c) Success d) Training
	Ans: b) Mediocrity
30	<p>_____ Cycle is also called as Virtuous cycle.</p> <ul style="list-style-type: none"> a) Failure b) Mediocrity c) Success d) Training
	Ans : c) Success
31	<p>Job designs are broadened and are accompanied by training and empowerment Practices in cycle of _____</p> <ul style="list-style-type: none"> a) Failure b) Mediocrity c) Success d) Training
	Ans: d) Success