**BACHELOR OF MANAGEMENT STUDIES**

**TYBMS SEMESTER-VI
Subject: -HRM in Service Sector Management (HR Elective)
SAMPLE QUESTIONS**

**MODULE 1 SERVICE SECTOR MANAGEMENT –AN OVERVIEW**1) The Physical Environment of a service unit is popularly called\_\_\_\_\_\_\_\_\_\_\_\_.
a) Servicescape
b) Sign Board
c) Service
d) Culture

2) A \_\_\_\_\_\_\_\_\_\_\_\_\_ is intangible, yet provides satisfaction.
a) Consumer
b) Equipment
c) Design
d) Service

3) \_\_\_\_\_\_\_\_\_\_\_\_ is displayed on the interior or exterior to provide explicit Communication.
a) Sign Board
b) Servicescape
c) Service
d) Culture

4) Successful \_\_\_\_\_\_\_\_\_\_are dynamic organizations that can adapt to changes in the quantity and nature ofdemand.
a) Service
b) Product
c) Organization
d) Sales

5) can be directly affected by the design of thefacility.

a) ServiceOperations
b) ServiceEncounter
c) Competitors
d) Investors

6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ means the pattern of shared values & beliefs that give the members of an organization meaning, and provide them with the rules for behaviour in the organization.
a) Culture
b) Corporate Culture
c) Vision
d) Goals

7) A Service has a high degree of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
a) Perishability
b) Reliability
c) Tangibility
d) Validity

8) The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is popularly known as a” Moment of Truth”.
a) Service Encounter
b) Customer Service
c) Relationship Marketing
d) Service Culture

9) The Service Sector is also called as \_\_\_\_\_\_\_\_\_\_\_
a) Primary
d) Secondary
c) Tertiary
d) Manufacturing

10) \_\_\_\_\_\_\_\_\_\_ represents the surrounding or persuading atmosphere of the servicescape.
a) Ambience
b) space
c) signs
d) Equipment

11) The basic purpose of \_\_\_\_\_\_\_\_\_\_\_\_ marketing in a service organization is to take care of the service needs of its clients and customers.
a) Product
b) Relationship
c) Internal
d) External

12) In a \_\_\_\_\_\_\_\_\_\_\_\_ environment, the customer performs most of the activities and very few employees are involved.
a) Remote Service
b) Interpersonal service
c) Intrapersonal
d) Self- service

13) Successful \_\_\_\_\_\_\_\_\_\_\_\_\_\_are dynamic organizations that can adapt to changes in the quantity & nature of demand.
a) Service
b) Product
c) Organization
d) Sales

14) \_\_\_\_\_\_\_\_\_\_\_\_ is for him that service offer had been designed.
a) Customer
b) Supplier
c) Stakeholder
d) Employee

15) \_\_\_\_\_\_\_\_\_\_\_is the key to success in Service business
a) Knowledge
b) Innovation
c) Education
d)Capital

16) \_\_\_\_\_\_\_\_\_\_\_\_\_ Service requires the use of equipment and tools.
 a) Product
 b) Designer
 c) Technician
 d) Development

 17) \_\_\_\_\_\_\_\_\_\_\_\_ is the Key quality parameter in service.
 a) Sympathy
 b) Empathy
 c) Continuity
 d) Performer

18) The \_\_\_\_\_\_\_\_\_\_has significant capacity to promote entrepreneurial skills.
a) Recruitment
b) Customer Market
c) Service Sector
d) Selection

19) Six market model consists of \_\_\_\_\_\_\_\_\_\_\_\_ elements from the following
a) Internal Market
b) Suppliers Market
c) Customers Market
d) All of the Above

20) \_\_\_\_\_\_\_\_\_\_\_ is not the element of Service Encounter
a) Positioning
b) Service Provider
c) Physical Evidence
d) Delivery System

21) \_\_\_\_\_\_\_\_\_\_ Model is having the Internal market, Customer market, Referral market, Suppliers markets, Recruitment markets, Influence Markets.
a) Three Market
b) Seven Market
c) Complete Market
d) Six Market

22) Full form of BSP is \_\_\_\_\_\_\_\_\_\_\_\_\_
a) Business Sells Package
b) Business Service Production
c) Basic Service Package
d) All of the Above

23) Service Encounters are \_\_\_\_\_\_\_\_\_\_\_ in Scope.
a) Limited
b) Finite
c) Infinite
d) unlimited

24) \_\_\_\_\_\_\_\_\_\_\_\_ are the performers in the service production process.
a) Production workers
b) Service Employees
c) Managers
d) Clients

25) In \_\_\_\_\_\_\_\_\_\_ Markets Government, Consumer groups, Business,Press and Financial analysts exist
a) Internal
b) Extraction
c) Influence
d) Intermediate
26) \_\_\_\_\_\_\_\_\_\_\_ Markets means the organization including internal departments & staff
a) Financial
b) External
c) External
d) Internal
27)\_\_\_\_\_\_\_\_\_\_\_ Markets means existing and prospective customers as well as intermediaries.
a) Customer
b) Financial
c) Trade
d) Capital

28)\_\_\_\_\_\_\_\_\_\_ represent the supporting facility component of the service package.
a) Design
b) Layout
c) Design & Layout
d) Structure

29) The main objective of service encounter is the \_\_\_\_\_\_\_\_\_\_
 a) Dissatisfaction of Customer
b) Attrition of Customers
 c) Profit motive
d) Satisfaction of Customers

 30) The performance of a service employee builds a \_\_\_\_\_\_\_\_\_ image for the service company.
a) Positive
b) Negative
c) Competitive
d) Interactive

31) Service employees words and actions should reflect \_\_\_\_\_\_\_\_ to customers
a) Competition
b) Questions
c) Assurance
d) Dissatisfaction

32) A Service Employee has to play the role of a\_\_\_\_\_\_\_\_\_\_ with consumers as well as co-employees in a team.
a) Relative
b) Friend
c) Teacher
d) Counsellor

33) A Service employee is the \_\_\_\_\_\_\_\_\_\_ in the Service production process.
a) Accountant
b) Dancer
c) Broker
d) Performer

34) Referral Market is the cheapest way of promotion and effective one as its main priority is \_\_\_\_\_\_\_\_\_\_\_
a) Customer Satisfaction
b) Supplier Satisfaction
c) Shareholders Satisfaction
d) Stakeholders Satisfaction

35) \_\_\_\_\_\_\_\_\_\_ is when Customer buys something after being referred by the friends and the relatives
a) External Marketing
b) Financial Marketing
c) Recruitment Marketing
d) Referral Marketing

36) If Customers are \_\_\_\_\_\_\_\_\_\_\_with the product, they cannot be retained.
a) Not Satisfied
b) Satisfied
c) Encounter
d) Empowered

37) Publicly recognize top service performers with praise and awards may \_\_\_\_\_\_\_\_ workers to work on their reputations.
a) Loose Morale
b) Dissatisfy
c) Encourage
d) Demotivate

38) The employees can more easily gather information about their customers by a popular practice of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
a) First impression is the last impression
b)Last impression is the firstimpression
c) Feedback
d) Rotation

39) \_\_\_\_\_\_\_\_\_\_ is a highly professional service
a) Care Takers
b) Babysitting
c) Doctors
d) Labour

40) \_\_\_\_\_\_\_\_\_ cannot be separated from service providers
a) Goods
b) Satisfaction
c) Value
d) Service

**MODULE-2 MANAGING HUMAN ELEMENT IN SERVICESECTOR**
41) Reward employees for participating in suggestions that can make their work more \_\_\_\_\_\_\_\_\_
a) Costly
b) Competitive
c) Easy
d) Productive

42) The nature of many service jobs suggests that customer satisfaction will be enhanced when employees work as \_\_\_\_\_\_\_\_\_\_
a) Teams
b) individual
c) Agent
d) Broker

43) \_\_\_\_\_\_\_\_\_ provided a way for an interviewer to observe an applicant under stress
a) Face to Face interview
b) Telephonic Interview
c) Role Playing
d) Close ended

44) The biggest Challenge for recruiting qualified employees
a) Performance
b) evaluation
c) implementation
d) Right Choice

45) An effective recruitment & selection program first needs \_\_\_\_\_\_\_\_\_
a) Legal Compliance
b) Qualified Staff
c) Space
d) Environment

46) \_\_\_\_\_\_\_\_ occurs more when job requires frequent contact & long durations of Voice contact or face to face contact with customer

a) Emotional Labour
b) Physical Labour
c) Intelligence Quotient
d) Overall Value

47) \_\_\_\_\_\_\_\_\_\_\_ is about promises-promises made and promises kept to customers.
a) Customer service
b) Product Service
c) Service Marketing
d) Online Marketing

48) \_\_\_\_\_\_\_\_\_\_ marketing refers to the activities the firm must carry out to train, motivate and reward its employees.
a) Interactive
b) Internal
c) External
d) Selective

49)\_\_\_\_\_\_\_\_\_\_\_\_ is something typically money awarded to someone as a recompense for loss, injury, or suffering.
a) wages
b) Finance
c) Compensation
d) Salary

50) All the External marketing in the world is useless if \_\_\_\_\_\_\_\_\_ cannot be kept
a) letter
b) Drafts
c) circulars
d) Promises

51) Providing quality service requires an independent ,warm and \_\_\_\_\_\_\_\_\_\_\_\_ personality
a) Shy
b) Open
c) Friendly
d) Dominant

52) Most Customer Care employees are taught that they need to be \_\_\_\_\_\_\_\_\_ to customers
a) Rude
b) Courteous
c) Hasty
d) Slow

53) The organization / Client conflict is greatest when the employees believes the organization is \_\_\_\_\_\_\_\_ in its policies
a) Wrong
b) Right
c) proper
d) perfect

54) People are the most important \_\_\_\_\_\_\_\_\_\_\_
a) Liability
b) Saying
c) Thing
d) Asset

55) Recruitment is the \_\_\_\_\_\_\_\_ process as it attracts suitable applicants to apply for available jobs.
a) Negative
b) Positive
c) Temporary
d) Permanent

56) \_\_\_\_\_\_\_\_\_ companies invest heavily in training and make sure that the training fits their business goals & strategies.
a) Successful
b) Unsuccessful
c) Small
b) New

57) To be truly responsive to customer needs,\_\_\_\_\_\_\_\_\_\_\_\_\_ employees need to be empowered.
a) Back Office
b) Administrative
c) Frontline
d) Top level

58) The \_\_\_\_\_\_\_\_ process is difficult and time consuming.
a) Recruitment
b) Attrition
c) Promotion
d) Transfer

59) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the key element for internal marketing in Service Sector is most effective ways of retaining them
a) Employee Motivation
b) Employee Status
c) Employee Appearance
d) Employee Qualification

60) \_\_\_\_\_\_\_\_\_\_\_\_\_ can be used as a basis for giving rewards.
a) Goal Setting
b) Job Content
c) Goal Achievement
d) Empowerment

**MODULE 3: ISSUES AND CHALLENGES OF HR IN SERVICE SECTOR**

61) \_\_\_\_\_\_\_\_\_\_ is a vital component of Successful non-profit organization management.
a) Planning
b) Research
c) Development
d) Training

62) \_\_\_\_\_\_\_\_\_\_\_agents have long-term relationships with buyers evaluating and making purchases for them.
a) Selling
b) Purchasing
c) Broker
d) Mercantile

63) \_\_\_\_\_\_\_\_\_ has an impact on employee Productivity
a) Image
b) Motivation
c) Change
d) Opportunity

64) HR inhotelsfaces challenges.
a) Recruitment
b) Planning
c) Direction
d) Organization

65) \_\_\_\_\_\_\_\_\_ are the Challenges in Education
a) Problem of Staffing
b) Poor Working Condition
c) Use Of ICT
d) All of the Above

66) Advertising agenciesfaces issues andchallenges.
a) Creative Capabilities
b) Role Playing
c) Work life Balance
d) Bargaining

67) \_\_\_\_\_\_\_ is one of the fastest growing industries across the globe and offers livelihood to millions
a) Wholesale
b) Transport
c) Retail
d) Business

68) \_\_\_\_\_\_\_ can be defined as the organizational and management of resources and responsibility for dealing with all the humanitarian aspect of emergencies.
a) Traffic Management
b) Disaster Management
c) Contingency Management
d) Environmental Management

69)\_\_\_\_\_\_\_\_ are the issues and Challenges in the Defence Sector.
 a) Flexibility
 b) Hazards of Service Life
 c) Education
 d) Investment

70) Police HRM is \_\_\_\_\_\_\_\_\_\_\_ in nature.
a) Simple
b) Likely
c) Demanding
d) Complex

71) \_\_\_\_\_\_\_\_\_ form public Services.

a) Defence
b) Trade-
c) Business
d) Advertising

72) are the HR challenges in the powersector.
a) Nuclear Family
b) Professionalism
c) Attracting Fresh Talent
d) Process Analysis

73) are the challenges of HR inrailways.

a) Infrastructure Development

b) Bargaining Power
c) Stress
d) Health

74) The challenges faced by HR in Accountancy\_\_\_\_\_\_\_\_\_
a) Individual Challenge
b) Organizational Challenge
c) Environmental Challenge
d) All of the Above

75) The issue faced by HR in Law firms\_\_\_\_\_\_\_\_\_\_
a) Stress
b) Attitude
c) Power
d) Status

76) \_\_\_\_\_\_\_\_\_ want to manage their service intermediaries to improve service performance
a) Investors
b) Trader
c) Service Principals
d) Shareholders

77) To use \_\_\_\_\_\_\_\_\_ strategies the principal must be the most powerful Participant in the Channel
a) Partnering
b) Short
c) Temporary
d) Control

78) In\_\_\_\_\_\_\_\_\_ strategies the service principal provides greater flexibility to intermediaries based on the belief & to help them to perform well in service
a) Review
b) Empowerment
c) Measurement
d) Standard

79)One of challenge faced in Banking industry is \_\_\_\_\_\_\_\_\_\_\_\_
a) Stemming Turnover
b) Lack of Professionalism
c) Work Life Balance

d) Regulatory Pressure

80) The benefit of using agents and brokers is\_\_\_\_\_\_\_\_\_\_\_
a) Wider Representation in the market
b) Training
c) Selection

d) Durability

**MODULE 4 HRP EVALUATION, ATTRITION, RETENTION AND GLOBALIZATION**
81) \_\_\_\_\_\_\_\_\_\_ are the results of evaluation into the organizations strategic planning process.
a) Minutes
b) strategy
c) Feedback
d) Memos

82) Customer Loyalty is an elementof

a) Cycle offailure
b) Cycle ofSuccess
c) Cycle ofmediocrity
d) Cycle of Innovation

83) Cycle of Success consists of the followingelements

a) Customer Loyalty
b) Employees Dissatisfaction
c) Low profit margins
d) Low wages

84) Cycle of Failure consists of the followingelement
a) Customerdissatisfaction
b) Employee TurnoverHigh
c) Payment of lowwages
d) All of theabove

85) Cycle of Mediocrity contains the followingelements

a) Employees dissatisfaction, but can’t easily quit
b) Narrow design ofjobs
c) Empowerment ofEmployees
d) Both A & B

86) The firms which take a long- term view of financial performance, seeking to prosper by investing in their people is tryingto create\_\_\_\_\_\_\_\_\_.

a) Cycle ofSuccess

b) Cycle ofFailure

c) Cycle ofMediocrity
d) Operating Cycle

87) means an organization that produces a desired effect or an organization that is productive withoutwaste.
a) Reward measurement

b) Cycle ofmediocrity

c) OrganizationalEffectiveness

d) Poaching
88) have a clearly defined vision for their team’ssuccess.

a) ServiceLeaders
b) Customers
c) Investors
d) Stakeholders

89) Effective are information gatherers who listen to their subordinates and to sources outside the organization, especially customers.
a) ServiceLeaders

b) Customers

c) Investors

d)None of theabove

90) The reason for rapid globalization ofservices is \_\_\_\_\_\_\_\_\_\_\_

a) Retention ofEmployees
b) selection of Employees
c) No Demand
d)Innovation inTechnology

91) Service leaders are outstanding in terms of providing service excellence and ensuring delight.

a) Stakeholders

b)managers
c)customers
d) Investors
92) If a company want the strongest service performers to stay with the organization, it must \_\_\_\_\_\_\_\_\_\_ them
a) Finance
b) service
c) convince
d) Reward

93) The \_\_\_\_\_\_\_\_\_\_\_ style of leadership works best in a crisis
a) Pacesetting
b) Coercive
c) Authoritative
d) Affiliative
94) Effective leaders are \_\_\_\_\_\_\_\_\_ gatherers who listen to their subordinates and sources outside the organization
a) information
b) value
 c) rank
d) Time

95) The \_\_\_\_\_\_\_\_\_ imperative will recruit, train, motivate and retain and other employees
a) Marketing
b) production
c) operation
d) Human Resource

96) \_\_\_\_\_\_\_\_\_\_ are particularly appropriate for surfacing or solving problems.
a) Reports
b) Meetings
c) Memos
d) Presentations

97) \_\_\_\_\_\_\_\_\_ are the most appropriate for Comprehensive evaluations.

a) Summaries
b) Feedback
c) Letter
d) Reports
98) The reason for Job Attrition in service sector
a) Rude Behaviour
b) Good Conduct
c) Satisfaction
d) Work life Balance

99) in human resources refers to the gradual loss of employees overtime.

a) Attrition

b) Retention

c)Attraction

d)Attention

100) is the term when employees feel that there is no possibility of promotion, they lose interest in their jobs and leave the company.

a) Careermanagement

b) Career
c) CareerPlateauing

d) Operating Cycle