**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