

FYBCOM SEM II COMMERCE

SR. NO	QUESTION TEXT	OPTION 1	OPTION 2	OPTION 3	OPTION 4
1	The service marketers face the challenge of ---	tangibility	intangibility	separability	consistency
2	The problem of inseparability of services requires ---- -- of the service provider	presence	omnipresence	absence	growth
3	Challenge of inconsistency in service marketing can be removed by -----.	outsourcing	committee	low pricing	finance
4	Problem of perishability means services can not be kept in ---.	market	country	inventory	factory
6	Service development cycle refers to development of ----- services.	new	established	monopoly	old
7	Services do not have -----form.	material	huge	short	similar
8	As services are intangible,----- becomes difficult.	growth	branding	demonstration	selling
9	Inconsistency refers to ----- in service delivery.	uniformity	variability	similarity	familiarity
10	Services cannot be ----- for future sales.	used	unused	advertised	stored