

QUESTION BANK HRM IN SSM SEM VI 2019-2020 MOCK TEST

Serial No.	Question	Option A	Option B	Option C	Option D	Right Option	Right Answer
1	Services marketing become difficult because of _____.	Management	Reliability	Services marketing	Intangibility	D	Intangibility
2	_____ refers to the marketing of services as against tangible products.	Intangibility	Services marketing	Service culture	Management	B	Services marketing
3	_____ minimizes the wastages of human, waste materials and monetary	Inseparability	Service culture	Management	Intangibility	C	Management
4	Booms and Bitner developed the concept of _____.	Servicescape	Empathy	Management	Reliability	A	Servicescape
5	Service Encounters are _____.	Partial	Reliability	Moments of	Empathy	C	Moments of
6	_____ is a concept based on a recognition of the uniqueness of all	Services marketing	Human element	Role playing	Customers	A	Services marketing
7	_____ is the process of managing feelings and expressions to fulfill the emotional requirements of a	Role playing	Services marketing	Human element	Emotional labour	D	Emotional labour
8	_____ is a linkage activity bringing together those with jobs and	Selection	Recruitment	Human element	Services marketing	B	Recruitment
9	Recruitment precedes _____ in staffing process.	Minimum wage	Bottom line	Selection	Recruitment	C	Selection
10	_____ provides a way for an interviewer to observe an applicant under	Emotional labour	Services marketing	Selection	Role playing	D	Role playing
11	_____ is the difference between the service expectation & service actually received by the customer.	Training & development	Intangible & experientia	Services Quality	Public sector	C	Services Quality
12	_____ is a conceptual tool to identify and correct service quality	Gap Model	Human Resource	Social enterprise	Reliability	A	Gap Model
13	An agent is an _____ acting on behalf of a service principal or a customer, and is authorized to make agreements.	Human Resource	Social enterprise	Public sector	Intermediary	D	Intermediary

14	_____ Organizations often provide services for citizens regardless of the person's ability to pay.	Social enterprise	Public sector	Services Quality	Servicescape	B	Public sector
15	_____ plays a critical role with respect to the development of a	Public sector	Intermediary	Social enterprise	Human Resource	D	Human Resource
16	Identifying, recruiting, training, and placing people is_____.	Attrition	HRP	Employee retention	Negative impact	B	HRP
17	Leading a Service Organization Involves_____.	Eight Stages	Attrition	Employees	Minimum wage	A	Eight Stages
18	The_____ model tries to link all the components required to make an organization successful.	Globalization	HRP	Service leadership	Service-profit chain	D	Service-profit chain
19	_____ is a gradual process of wearing down, weakening, or destroying	Negative impact	Attrition	Cycle of Failure	Globalization	B	Attrition
20	_____ refers to policies and practices companies use to prevent valuable employees from leaving their	Employees	Service leadership	Employee Empowerment	Employee retention	D	Employee retention