Chapter 1 Introduction to Services Marketing

GENERAL CONTENT

Multiple Choice Questions

- 1. There are several reasons why the services sector is increasing in almost all countries around the world. Which is not one of the contributing reasons?
 - The knowledge-based industries are growing.
 - b. Countries are less dependent on agriculture.
 - c. Some manufacturing firms are now focusing on marketing services as well.
 - The construction and manufacturing industries are booming.
 - More companies are outsourcing some of their service components.

(d; Moderate; p. 6)

- Service markets are shaped by all of the following except
 - a. government policies
 - b. social changes
 - global economic change
 - d. business trends
 - e. advances in information technology

(e; Easy; p. 10)

- 3. The following are all business trends transforming service markets except
 - a. push to increase shareholder value
 - b. growth of franchising
 - c. new agreements on trade in services
 - d. marketing emphasis by non-profit organizations
 - e. focus on quality and customer satisfaction

(c; Moderate; p. 12)

- 4. The three broad categories of things processed in services are
 - _____, and _____
 - a. people, physical objects; data
 b. people, organizations, documents
 - people, data; projects
 - d. physical objects; data; documents
 - e. physical objects; organizations

(a; Easy; p. 15)

Marketing Essentials Chapter 11 Test

Léo Pomar

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