

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?
 - a. 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.
 - d. The construction and manufacturing industries are booming.
 - e. More companies are outsourcing some of their service components.(d; Moderate; p. 6)
2. Service markets are shaped by all of the following except _____.
 - a. government policies
 - b. social changes
 - c. global economic change
 - d. business trends
 - e. advances in information technology(c; 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
 - c. people; data; projects
 - d. physical objects; data; documents
 - e. physical objects; organizations(a; Easy; p. 15)

Marketing Essentials Chapter Test

CL Gary



Marketing Essentials Chapter Test:

Unveiling the Power of Verbal Beauty: An Emotional Sojourn through **Marketing Essentials Chapter Test**

In a world inundated with displays and the cacophony of fast interaction, the profound energy and psychological resonance of verbal beauty frequently disappear in to obscurity, eclipsed by the constant barrage of sound and distractions. However, situated within the musical pages of **Marketing Essentials Chapter Test**, a fascinating work of literary elegance that pulses with fresh feelings, lies an memorable journey waiting to be embarked upon. Written by a virtuoso wordsmith, that mesmerizing opus books readers on a psychological odyssey, softly exposing the latent possible and profound impact embedded within the delicate web of language. Within the heart-wrenching expanse of this evocative evaluation, we shall embark upon an introspective exploration of the book is central subjects, dissect its captivating writing fashion, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

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