

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)

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Emilie Sanchez



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take a step toward minimizing the use of animals in further experiments by presenting documented findings that can be built upon

Statistics for Modern Business Decisions Lawrence L. Lapin, 1990 **Direct Marketing**, 1981 **Essentials of Marketing** Edmund Jerome McCarthy, William D. Perreault, 1994 **Marketing Research Essentials** Carl D. McDaniel, Roger Gates, 2004

Marketing Research Essentials 4th Edition is filled with cases chapter opening vignettes marketing research war stories and ethical dilemmas The text connects the materials to the real world of marketing research as it s practiced in today s top firms Both authors bring a combined 40 years of marketing research experience to the new edition This fourth edition continues to present marketing research through the eyes of a manager using or purchasing marketing research information

Fundamentals of Marketing Montrose S. Sommers, 1998 *The Customer Oriented Laboratory* William O. Umiker, 1991

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Handbook of Agricultural Economics Bruce L. Gardner, Gordon C. Rausser, 2001 *The Subject is Marketing* Charles W. Lamb, 2002 **Essentials of Marketing Research** Del I. Hawkins, Donald S. Tull, 1994

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small business *Marketing*, 1959 **Pharmacy Management** Shane P Desselle, David P. Zgarrick, 2008-09-14

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