INSTRUCTIONS TO THE CANDIDATES

- All the questions are compulsory and **MUST** be answered.
- Use only **PEN** for writing answers. Writing in Pencil is not allowed except for diagrams.
- Double answers will not carry any extra marks.

**Advance Diploma**

<table>
<thead>
<tr>
<th>Date &amp; Day</th>
<th>Tuesday 16th December</th>
<th>Time</th>
<th>11:30 AM to 1:30 PM</th>
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<table>
<thead>
<tr>
<th>Types of Questions</th>
<th>Allocated Marks</th>
<th>Marks Secured</th>
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<tbody>
<tr>
<td>I. True or False Questions</td>
<td>8 x 1 = 8</td>
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<tr>
<td>II. Multiple Choice Questions</td>
<td>8 x 1 = 8</td>
<td></td>
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<tr>
<td>III. Match the following</td>
<td>4 x 1 = 4</td>
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<td>IV. Short answer type Questions</td>
<td>4 x 4 = 16</td>
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<td>V. Long answer type Questions</td>
<td>2 x 7 = 14</td>
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<td><strong>TOTAL</strong></td>
<td><strong>50</strong></td>
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TOTAL MARKS SECURED IN WORDS ________________________

Marked by : Mushtaq Ahmed

Signature : ___________________________

Date : __________________________

Verified by :

Signature : ___________________________

Date : __________________________
I. TRUE or FALSE QUESTIONS (Darken the box for the correct answer)

(8 X 1 = 8 Marks)

1. Search qualities are attributes that consumers can evaluate prior to purchasing a service or good.

   True   False

2. The service provider should get customers out of queues. The best strategy for taking customers out of a queue is to have them make reservations.

   True   False

3. Exclusive distribution involves the use of a few intermediaries to provide the service.

   True   False

4. The process level of customer dissatisfaction and deciding the cause of a service failure is called Future Behavior.

   True   False

5. Using agents to carry out one or more of the functions, allows a service firm to grow with minimal investment.

   True   False

6. Consumer services such as food, catering services, entertainment and cosmetic surgery are example of experience quality.

   True   False

7. The actual interaction point between the customer and the service provider is under pre-purchase phase.

   True   False

8. Waiting can be eliminated when demand for the service is uniform and consistent.

   True   False
II. MULTIPLE CHOICE QUESTIONS (Please Tick [✓] for the correct Answers)

(8 X 1 = 8)

1. Customers make an evaluation of the service quality they received and their overall level of satisfaction or dissatisfaction in ___________________________stage.
   a. Pre-Purchase Phase. [ ]
   b. The Service Encounter. [ ]
   c. Post Purchase Phase. [ ]
   d. None. [ ]

2. Individual needs and wants of consumers, past experience, expectations and level of involvement are ________________ factors.
   a. Internal factors. [ ]
   b. External factors. [ ]
   c. Firm produced factors. [ ]
   d. Perceived factors. [ ]

3. The actual waiting time may not be reduced, the customer's attitude towards the waiting time will be improved by_________________
   a. Operations Management Techniques [ ]
   b. Perception Management Techniques [ ]
   c. Operational Design system [ ]
   d. Positional Mapping process [ ]

4. The cost that does not change with the quantity demanded although demand may have some impact on them is _________________.
   a. Variable cost [ ]
   b. Fixed cost [ ]
   c. Sinking cost [ ]
   d. None [ ]
5. To remain a viable business, firms must analyse certain level of gross profit to cover overhead expenses by ________________

a. Cost Analysis
b. Market analysis
c. Technical analysis
d. Operational analysis

6. In which of the following price is set equal with the competitor.

a. Profit maximization
b. Sales maximization
c. Market share maximization
d. Competitive parity

7. The assembly line process where same items are produced at the same time and in large quantities is ________________

a. Unit or small batch
b. Large batch
c. Continuous process
d. Mass production

8. Out of every 25 dissatisfied customers who complain to the firm, 24 customers show their displeasure by engaging in ________________

a. Switching behavior
b. Attribution Theory
c. Functional value
d. Emotional value
### III. MATCH THE FOLLOWING

(Write the alphabets of your chosen answer in the space given below)  
(4 X 1 = 4 Marks)

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<thead>
<tr>
<th>S. No</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>INTERMEDIARY</td>
<td>A</td>
<td>CLOSE BIDDING</td>
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<tr>
<td>2</td>
<td>DISTRIBUTION</td>
<td>B</td>
<td>CONSULTING</td>
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<tr>
<td>3</td>
<td>SEALED BIDS</td>
<td>C</td>
<td>AVAILABILITY</td>
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<td>4</td>
<td>CUSTOMIZATION</td>
<td>D</td>
<td>CHANNEL</td>
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<td>E</td>
<td>RETURN ON QUALITY</td>
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<td></td>
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<td>F</td>
<td>INSEPARABLE</td>
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IV. SHORT ANSWER TYPE QUESTIONS

(4 x 4 = 16 Marks)

1. Write a note on customer satisfaction, explain one theory of customer satisfaction with an example. (2 +2 =4 Marks)

2. What are the decisions in designing an efficient operation? Explain goals to be accomplished for operation design. (2 +2 =4 Marks)
3. How are services classified based on operational approach? Explain any two classifications in detail. (2 + 2 = 4 Marks)

4. Suppose you want to start restaurant business in Nizwa, explain different affective responses you will design in your business for better customer satisfaction. (1 x 4 = 4 Marks)
V. LONG ANSWER TYPE QUESTIONS

1. What is positioning of servicescape? Explain any two steps to maximize service environment.
2. Abdullah is into travels business and is facing heavy loss in his business due to dissatisfied customers. Now, explain the process you will follow to know the level of dissatisfaction and evaluation. (7 Marks)