**PREREQUISITE TEST :**

Answer the following questions :

1. Which of the following is one of the additional 3Ps in the service marketing mix?

a) Packaging

b) People

c) Processes

d) Both b and c

2. In the service marketing mix, what does "People" refer to?

a) The end-users of the service

b) Employees, staff, and everyone involved in delivering the service

c) The customer base demographics

d) Intermediaries in the distribution process

3. What is the primary reason why "Physical Evidence" is included in the marketing mix of services?

a) To make the service more tangible to customers

b) To help with pricing strategies

c) To measure customer satisfaction

d) To ensure cost-effective service delivery

4. Which of the following is an example of the "Process" element in the 7Ps?

a) The layout of a restaurant

b) An online ticket booking system

c) Uniforms worn by service staff

d) A promotional offer