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BSM-009

**BACHELOR OF BUSINESS
ADMINISTRATION
(SERVICES MANAGEMENT) [BBA(SM)]**

Term-End Examination

December, 2024

**BSM-009 : INTRODUCTION TO SERVICES
OPERATION**

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. (a) State whether the following statements are

True or False :

5×1=5

(i) Nowadays manufacturing sector
contributes to more than 60% of GDP
in developing nations.

- (ii) Advanced technology software do not help companies to measure their performance based on the data.
 - (iii) Labour is the most important element in production capacity.
 - (iv) The smell of service outlet is unconsciously related to the smell of the equipment.
 - (v) In the physical distribution method, processes are managed strategically to ensure that the service firm is able to maintain profitability.
- (b) Fill in the blanks : 5×1=5
- (i) The _____ becomes the key differentiator for players in the service industry.

- (ii) Service quality has been defined as _____ meeting and exceeding customer expectations.
- (iii) Service productivity involves _____ valuation of outputs to inputs.
- (iv) JIT helps to identify _____ elements in capacity planning.
- (v) _____ is all about work that adds no value or is not beneficial to the customers.

2. Briefly explain any *five* of the following in about

100 words each :

5×2=10

- (a) Kaizen
- (b) Waste
- (c) Quality and Productivity
- (d) Demand forecasting

- (e) Line Layout
- (f) Production Capacity
- (g) Catbots
- (h) Operations Manager

3. Answer any *four* of the following questions in about **250** words each : 4×5=20

- (a) What is meant by variable demand ?
- (b) What is data backed performance management ?
- (c) Why is the goal of service production system not only to achieve efficient utilization of labour and equipment ?
- (d) What are the key criteria for planning capacity of a service firm ?
- (e) What design elements enhance the environment of a service facility ?

- (f) What general elements of physical materials serve as a point of differentiation for the service firm ?

4. Answer any *one* of the following questions in about **500** words : 1×10=10

- (a) Elaborate how a Gap Model helps the operations manager to understand the problems in service quality.
- (b) Elaborate the principle of TQM that are important for service industry.

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