

B. B. A. (SERVICES MANAGEMENT)

[BBA(SM)]

Term-End Examination

December, 2024

**BSM-011 : SERVICE QUALITY AND
IMPROVEMENT**

Time : 2 Hours

Maximum Marks : 50

Note : Answer ***all*** the questions.

1. Answer all the questions. Each question carries
1 marks. 10×1=10

Fill in the blanks :

- (a) Service firms need to identify the existing
service encounter sequence from the
..... perspective.

- (b) In the stage, the economic feasibility, potential profit and implications of the new service are analysed.
- (c) sites are for an individual, isolated service firm whose services are unconnected with the service firms.
- (d) Many a time, it becomes quite difficult for the service firm to adopt focus on quality as well as together.
- (e) Benchmarking broadens employees'

State True or False :

- (f) Competition forces operation managers to come up with new service options for the customers.
- (g) Achievement of service quality is only possible through customers.

- (h) The TQM concepts were originally developed in China for the manufacturing sector.
 - (i) Lean is an important philosophy that targets to implement the performance of a business system by focusing on elements that add value.
 - (j) The level and intensity of competition affects the demand in an area.
2. Explain any *five* of the following in about **100** words each. Each question carries 2 marks.
- 5×2=10**
- (a) Formal goal setting
 - (b) Start-up business
 - (c) Blueprinting
 - (d) Reliability of services

- (e) Poke Yoke
- (f) Signage and Graphics
- (g) Shopping Malls
- (h) Service quality index

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

- (a) Discuss the concept of new service with an example.
- (b) Explain root cause analysis with suitable example.
- (c) Explain PDCA cycle in detail.
- (d) Briefly explain Kanban.
- (e) What is meant by Benchmarking ? Explain Process Benchmarking.
- (f) What are the advantages of free-standing sites ? Discuss.

4. Answer any *one* question in **500** words.

1×10=10

- (a) What are the tools to analyze and address service quality problems ? Explain.
- (b) Discuss the factors a service firm needs to consider while evaluating a specific area of a location with an example.

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