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BSM-014

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

December, 2024

BSM-014 : MANAGING SERVICE OPERATIONS-I

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all the questions.*

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

Fill in the blanks :

- (a) The Product-Process Matrix where job
shops and batch processes are found.

Doctors, lawyers, accountants, architects and investment bankers are typical service providers that tend to be labour intense and have a high degree of customer interaction and _____.

(b) According to customers, _____ is the most important dimension of service quality.

(c) _____ Projects involve solving client problems that are at the forefront of professional or technical knowledge.

(d) _____ is required when a firm faces challenges or opportunities that it can handle with its internal capabilities.

- (e) An intelligent and fair _____ contract is the most effective means to reduce potential conflict.

State whether the following statements are True or False :

- (f) GAPS refer to differences in perceptions, expectations, goals and understanding among management, employees and customers.
- (g) Car dealerships often are located near one another along a "motor mile" to allow customers to make comparisons. This location strategy is known as : competitive clustering.
- (h) Economies tend to develop from agricultural-based to service-based to production-based.

- (i) In service operations the queuing approach is adopted to deal with a mismatch between variable demand levels and capacity levels.
- (j) Self-service, customer as co-producer, and customer empowerment can be synonymous.

2. Answer any *five* questions in about **100** words each. Each question carries 2 marks. $5 \times 2 = 10$

- (a) Explain the elements of total service package.
- (b) New service development.
- (c) Front Office/Back Office.
- (d) What is service quality ?
- (e) What is service blueprint ?
- (f) Service facility location.
- (g) Define 'Service Consulting'.

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

- (a) Explain the activities to be performed in managing service operations.
- (b) Examine the steps in service design.
- (c) Outline the strategies for managing service demand.
- (d) Analyse various benefits to service franchisor.
- (e) Discuss the services that the professional agencies should offer to social media clients.
- (f) List out the points that highlight the importance of the supply chain management.

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

1×10=10

- (a) What is SERVQUAL ? How would you show your understanding on Gaps in Service Quality ?
- (b) “Globalisation has its impact on Service Operational Management.” Explain.

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