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**BSM-009**

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

**Term-End Examination**

**December, 2025**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note** : *All questions are compulsory.*

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1. (a) State whether the following statements are True or False :  $5 \times 1 = 5$
- (i) Demand forecasting is not the responsibility of the operations manager.
- (ii) Advanced Technology Software helps companies to measure their performance based on the data.

- (iii) Labour is not an important element in the production capacity.
  - (iv) Looking at services from customer's perspective they are experiences whereas from organization's perspective they are nothing.
  - (v) Many times the services employ observation technique to understand the difficulties faced by customers during the service operations.
- (b) Fill in the blanks : 5×1=5
- (i) The ..... becomes the key differentiator for players in the service industry.
  - (ii) The materials required for servicing a customer's need depends on the type of ..... that the firm provides.
  - (iii) The elements of physical materials provide and convey an ..... of the firm on the minds of the customers.

- (iv) Service quality has been defined as ..... meeting and customer exceeding customer's expectations.
- (v) Poor quality of service by a firm ..... dissatisfaction.

2. Briefly explain any *five* of the following in about **100** words each :  $5 \times 2 = 10$

- (a) Total Quality Management
- (b) Kaizen
- (c) Kanban
- (d) Service Quality
- (e) Demand Forecasting
- (f) Line Layout
- (g) Service Blueprint
- (h) Supply Chain

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

- (a) Explain some responsibilities of the operations manager in the service firm.

- (b) Is it correct to say that the service sector has seen a phenomenal growth in recent times ? Justify.
  - (c) What is the goal of service production system ?
  - (d) What are the key criteria for planning capacity of a service firm ?
  - (e) What are the approaches to solve the problem of fluctuating demand ?
  - (f) Which design elements enhance the environment of a service facility ?
4. Answer any *one* of the following questions in about **500** words each : 1×10=10
- (a) Which process areas in a service firm show the greatest potential for application of JIT ?
  - (b) What are the principles of TQM that are important for service industry ?

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