

**B. B. A. (SERVICES MANAGEMENT)
(BBASM)**

**Term-End Examination
December, 2025**

BSM-010 : SERVICE DESIGN

Time : 2 Hours

Maximum Marks : 50

Note : Answer all questions.

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

Fill in the blanks :

- (a) Changes in the features of services already offered are known as
- (b) The digital transformation of products is sometimes known as
- (c) testing is a tangible product in a limited number of trading areas to determine marketplace acceptance of the product.

- (d) If no employees are involved in the service, the area can be relabelled
..... .
- (e) refers to some level of adaptation or tailoring of the process to individual customers.

State True or False :

- (f) “Having more room in your airplane seat” would be an example of a soft customer-defined standard.
- (g) Customer-defined standards should be established based on customer complaints and other forms of reactive feedback.
- (h) An elaborate interpersonal service paces the most complex servicescape decisions.
- (i) Spatial layout and functionality are most important for interpersonal services environments.

(j) To develop an effective-physical evidence strategy, a service firm should use a cross-functional team approach.

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

Write short notes on the following :

- (a) Architectural innovation
- (b) Market testing
- (c) Line interaction
- (d) First step in developing customer-defined standards
- (e) Servicescape
- (f) Socializer
- (g) Social interaction
- (h) Work cross functionally
- (i) Radical service innovation
- (j) Physical evidence in services

3. Attempt any *four* questions in about **250** words each. Each question carries 5 marks : $4 \times 5 = 20$

- (a) Discuss the importance of servicescape.

- (b) Write about the concept of Environmental Psychology.
 - (c) Service innovation development process.
 - (d) What is service innovation and design ?
 - (e) Write about the Idea Generation.
 - (f) What is service blueprint ?
4. Answer any *one* of the following questions :
- 1×10=10
- (a) What is the difference between hard and soft customer-defined standards ? Discuss in detail.
 - (b) Discuss the ways in which companies are using 'Big Data' to define service standards and improve the customer experience.

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