

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

Term-End Examination

June, 2025

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

Time : 2 Hours

Maximum Marks : 50

Note : All questions are compulsory.

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1. (a) State whether the following statements
are True or False : 5×1=5
- (i) Demand forecasting is not the
responsibility of the operations
manager.

- (ii) People travelling abroad to obtain medical degree are called medical tourists.
 - (iii) In practical life it is easy to always earn higher financial returns than one's competitors.
 - (iv) Many times the services employ observation technique to understand the difficulties faced by customers during the service operations.
 - (v) Physical materials would be needed to update the changing needs of the customers.
- (b) Fill in the blanks : 5×1=5
- (i) Interpersonal services require the presence of both the and employee at the place of service production.

- (ii) Efficiency involves comparison to
a
- (iii) Just-in-Time was developed in
Japan in
- (iv) TQM was developed by
- (v) addresses the
overburdening of employees as well
as unreasonable work assigned to
them.

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

- (a) Mura
- (b) Customer experience
- (c) Capacity Planning
- (d) Functionality

(e) Spatial Layout

(f) Blueprinting

(g) Supply Chain

(h) Operations

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

(a) How did information technology influence the growth of service in India ?

(b) Raghav is an operations manager of a travel agency. How can he utilize mobile communication tools to improve the service of his agency ?

- (c) How can service firm manage capacity when they are faced with inadequate demand ?
 - (d) What objectives does customer friendly environment serve at the service production system ?
 - (e) What is meant by ambient conditions in a service production system ?
 - (f) Why do customers rely on physical materials for evaluating service alternatives ?
4. Answer any *one* of the following questions in about **500** words each : 1×10=10
- (a) Discuss the measures that can be undertaken by a service firm to

measure and improve the service quality.

- (b) Discuss the objectives that a service firm can achieve by adopting JIT.

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