

B. B. A. (SERVICES MANAGEMENT)

[BBA(SM)]

Term-End Examination

June, 2025

**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 mark. 10×1=10

Fill in the blanks :

- (a) Service firms can employ the tool to understand customers' desired service encounter sequence.

- (b) Employees in a service firm are often required to be efficient and
- (c) Racetrack layout is also known as
- (d) Six Sigma means achieving a quality level of only defects per million opportunities.
- (e) The best areas for locating service firm are the ones that generate the highest amount of for the tenure.

State True or False :

- (f) Formal goal setting involves specific targets for individual behaviour and actions.

- (g) Location is the secondary consideration for customer choice of a service firm.
- (h) Pareto analysis is also known as the 70/30 rule.
- (i) Originally developed by Motorola to improve product quality and reduce the warranty claims, Six Sigma approach has been increasingly adopted by manufacturing and service firms.
- (j) Quality function deployment translates customer requirement into appropriate company requirement at every stage.

2. Explain any *five* of the following in about **100** words each. Each question carries 2 marks : 5×2=10

- (a) Service line extension
- (b) Quality Function Deployment
- (c) Service culture
- (d) Responsiveness in services
- (e) Gemba Walks
- (f) Peer Benchmarking
- (g) Spending Potential Index
- (h) Central Business District (CBD)

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

- (a) What is the role of the employees in enhancing the service quality dimension ?

- (b) Briefly explain the Kaizen.
- (c) Define Service Quality Index (SQI) and explain how do companies build service quality index.
- (d) Explain the DMAIC model of process improvement and process redesign in detail.
- (e) What is a freeform layout ? What are its advantages and disadvantages ?
- (f) How many types of customer-defined quality service standards exist ? Discuss.

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

1×10=10

- (a) How does involvement of employees and customers in the new service development process help the service firm ? Explain.

Or

- (b) What critical dimensions must service firms need to follow in order to implement TQM effectively ?

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