

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

**Term-End Examination**

**June, 2025**

**BSM-014 : MANAGING SERVICE  
OPERATIONS—I**

*Time : 2 Hours*

*Maximum Marks : 50*

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***Note : Attempt all questions.***

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1. (a to e) : State whether the following statements are True or False :      10×1=10
- (a) The Service Process Matrix can be useful when investigating the strategic changes in service operations.

- (b) In choosing a location, a solution space that has an infinite number of possibilities is referred to as a 'network'.
- (c) For many services the front and back office need not be co-located.
- (d) Food Court often found at malls is an example of competitive clustering.
- (e) An empty airline seat is an example of the intangibility nature of services.

(f to j) : Choose the correct answer :

- (f) Automation is preferred because it :
  - (i) Offers lesser dependence on workers
  - (ii) Results in reduction in variable cost
  - (iii) Offers easy handling of repetitive work
  - (iv) All of the above

- (g) Regional factors for location planning include all of the following, except :
- (i) Raw materials
  - (ii) Markets
  - (iii) Labour considerations
  - (iv) Attitudes
- (h) Which of the following would not be an operations activity in a fast-food restaurant ?
- (i) Advertising new salad dishes
  - (ii) Purchasing tomatoes
  - (iii) Planning the layout of the serving areas
  - (iv) Cooking paneer palak and dal makhani
- (i) Which of the following is not a characteristic of service operations ?
- (i) Intangible output

- (ii) High customer contact
- (iii) High labour content
- (iv) Easy measurement of productivity
- (j) The most important determinant of service quality is :
  - (i) Reliability
  - (ii) Tangibles
  - (iii) Assurance
  - (iv) Responsiveness

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

- (a) What is service quality ?
- (b) What is service blueprint ?
- (c) Define Service Consulting.
- (d) Nature of service.
- (e) What is queuing ?

- (f) Front-office/Back-office
- (g) Service innovation
- (h) Perishability of services.

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

- (a) List the activities to be performed in managing service operations.
- (b) What is SERVQUAL ?
- (c) Analyze various benefits to service franchiser.
- (d) What is service failure ? Analyse the strategies adopted by the services marketers in services recovery.
- (e) Examine the importance of the supply chain management in services.
- (f) Explain the factors influencing the service facility layout.

4. Answer any ***one*** question in about  
**500** words : 1×10=10

(a) Examine the steps in service design.  
List out the points that highlight the  
importance of the supply chain  
management.

*Or*

(b) Discuss the Service Operational  
Management in globalised scenario.

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