

No. of Printed Pages : 4

BSM-011

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

Term-End Examination

December, 2023

**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 banks :

- (a) New services should be introduced in the market by looking at data about, market needs and feasibility.
- (b) Service firms can employ the tool to understand customers' desired service encounter sequence.

P. T. O.

- (c) Racetrack layout is also known as
- (d) Employees in a service firms are often required to be efficient and
- (e) Lower costs means

State True or False :

- (f) Competition forces operation managers to come up with new service options for the customers.
 - (g) Pareto analysis is also known as the 70/30 rule.
 - (h) Location is the secondary consideration for customer choice of a service firm.
 - (i) The level and intensity of competition affects the demand in an area.
 - (j) Formal goal setting involves specific targets for individual behaviour and actions.
2. Explain any *five* of the following in about **100** words each. Each question carries 2 marks.

5×2=10

- (a) Fishbone diagram
- (b) Gemba Walks

- (c) Service culture
 - (d) Peer Benchmarking
 - (e) Responsiveness
 - (f) Service quality index
 - (g) Mystery Shopping
 - (h) Freestanding sites
3. Answer any **four** of the following questions in about **250** words each. Each question carries 5 marks. 4×5=20
- (a) What factors does a service firm need to consider before considering any location as its point of operations ?
 - (b) Why is Kaizen considered as quality and productivity improvement techniques ? Explain.
 - (c) What is a Grid layout ? Explain its advantages and disadvantages.
 - (d) In how many forms does standardization of service exist ? Explain.
 - (e) Explain Six Sigma Approach in detail.
 - (f) What are the various types of new service ? Explain.

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

1×10=10

(a) What are the stages in new service development ? Explain.

Or

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