

No. of Printed Pages : 4

BSM-009

BACHELOR OF BUSINESS

ADMINISTRATION

(SERVICES MANAGEMENT) (BBASM)

Term-End Examination

December, 2021

BSM-009 : INTRODUCTION TO SERVICES

OPERATION

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. Answer all the questions. Each question carries 1 mark.

(a) State whether the following statements are True or False : $5 \times 1 = 5$

(i) Labour is the most important element in production capacity.

(ii) Physical materials become the key differentiator for players in the industry.

(iii) Measuring productivity in a service firm is different because of its tangible nature.

(iv) JIT means Just in Trade.

(v) Operations is the steps involved in the overall process of producing a service.

(b) Fill in the blanks : 5×1

(i) In his book, The Wealth of Nations, Adam Smith differentiated between and output.

(ii) Spatial layout also refers to the manner in which the is arranged.

(iii) is a key tool to design new services.

(iv) predicts the market demand of service of the organization.

(v) involves comparison to a standard.

P. T. O.

[3]

BSM-009

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

- (a) 5S Principles of Kaizen
- (b) Pareto analysis
- (c) Stages of Quality Control
- (d) Strategic Sourcing
- (e) Functionality
- (f) Medical Tourism
- (g) Performance Management
- (h) Service Customization

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

- (a) Explain the use of technology for process improvement under Just in Time (JIT).
- (b) What are the principles of TQM that are important for Service Industry ?
- (c) What are the generic dimensions used by customers to evaluate the service quality of a firm ?

[4]

BSM-009

- (d) Explain some of the techniques used by service firms for materials management.
- (e) Explain some of the dimensions of service environment.
- (f) What is the importance of good spatial layout with functionality for a service firm ?

4. Answer any *one* of the following questions in about **500** words each : $1 \times 10 = 10$

- (a) Discuss the various stages of quality control in service operation.
- (b) Explain any *seven* basic tools used by service organizations for problem-solving and process improvement.

BSM-009

P. T. O.