

No. of Printed Pages : 5

**BSM-010**

**B. B. A. (SERVICES MANAGEMENT)**

**Term-End Examination**

**December, 2021**

**BSM-010 : SERVICE DESIGN**

*Time : 2 Hours*

*Maximum Marks : 50*

**Note :** *There are four questions in this paper.*

*Answer all questions.*

1. Answer all the questions. Each question carries  
1 mark. 1×10=10

- (a) The digital transformation of product is sometimes known as .....
- (b) At the ..... stage, the information gathered during commercialization of the service can be reviewed and changes can be made to the delivery process, staffing etc.

- (c) ..... implies a non-varying sequential process in which each step is laid out in order and all outcomes are uniform.
- (d) Doing the things right the first time is an example of .....
- (e) The practice of supervisors listening in an employee telephone interactions with customers is called .....
- (f) A hair saloon is an example of an elaborate interpersonal service. (True or False)
- (g) Based on the framework for understanding physical environment user-relationships browsing in a retail store is an :
- (i) Internal response moderator
- (ii) Individual behaviour

**P. T. O.**

[ 3 ]

BSM-010

- (iii) Cognitive response
- (iv) Service scape dimensions
- (h) To develop an effective physical evidence strategy a service firm should use a cross functional team approach. (True or False)
- (i) "Having more room in your airplane seat" would be an example of soft customer-defined standard. (True/False)
- (j) Nike's introduction of women-only boutiques called Nike goddess to satisfy the needs of a growing number of women athletes is an example of a/an :
  - (i) Complaint standard
  - (ii) Concrete substitution
  - (iii) Internal anchor
  - (iv) One-time fix

[ 4 ]

BSM-010

2. Answer any *five* of the following questions in about **100** words each : 5×2=10
- (a) What is the service innovation and design ?
  - (b) What is the commercialization ?
  - (c) Explain service blueprint.
  - (d) What is the "one-time fixes" ?
  - (e) Explain the role of physical evidence in services.
  - (f) Explain the role of package in service escape.
  - (g) What do you mean by service performance index ?
  - (h) Discuss the importance of symbols and artefacts.
3. Answer any *four* of the following questions in about **250** words each : 4×5=20
- (a) What is the employee service design thinking ? Discuss.

P. T. O.

- (b) What is the difference between hard and soft customers defined service standards ?
  - (c) Explain the stages in service innovation and development.
  - (d) Describe the blueprint components.
  - (e) Explain why service prototype development and testing is important.
  - (f) What do you mean by Market Testing ?
4. Answer any **one** of the following questions in **500** words : 10
- (a) Explain the strategic role of the service.
  - (b) Discuss the standardization of service behaviour and actions with suitable example.