

**BBA (SERVICES MANAGEMENT)
(BBASM)**

Term-End Examination

December, 2021

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*

(a) Fill in the blanks :

- (i) Customer-defined standards also help to improve the productivity and _____ of employees.
- (ii) The spirit of willingness to help and promptness in servicing the customers by the employees is known as _____.
- (iii) Under hard customer-defined quality standards, _____ measures are set.

- (iv) *Kanban* helps the operations manager to harness the power of _____ using sticky notes on a whiteboard.
 - (v) Lean is defined as a systematic approach to identifying and eliminating _____.
- (b) State True or False :
- (i) The selection of location is required to be in sync with the service firm's overall market strategy.
 - (ii) It is important for the service firm to be located in an area with large, unemployed population.
 - (iii) Customer's perception of the quality of service is not influenced by the customer-oriented behaviour of the employees.
 - (iv) The TQM concepts were originally developed in Japan for the manufacturing sector.
 - (v) Process improvement and process design are the strategies that form the cornerstone of the Six Sigma approach.

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

- (a) In how many forms does standardization of service exist ?
- (b) Why is productivity improvement important for service firms ?
- (c) What is Service Culture ?
- (d) Define Six Sigma.
- (e) What is meant by a Freestanding Site ?
- (f) What is a Promotional Aisle ?
- (g) What is meant by Pareto Analysis ?
- (h) What is the role of Information and Analysis System in implementation of TQM ?

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

- (a) What are the steps involved in developing customer-defined quality standards ?
- (b) What are the generic productivity improvement techniques that can be adopted by the service firm to improve service productivity ?

- (c) How does Lean service manifest itself ? Explain.
- (d) What is a Grid Layout ? What are its advantages and disadvantages ?
- (e) Write a short note on *Kanban*.
- (f) What is meant by Benchmarking ? Discuss the types of benchmarking that can be practised by a service firm.

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

- (a) Discuss the stages of new service development process.

OR

- (b) What are the dimensions of quality in a service firm ? Explain.
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