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BSM-011

**B. B. A. (SERVICE MANAGEMENT)
(BBASM)**

Term-End Examination

June, 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

(a) Fill in the blanks :

(i) In the stage, the economic feasibility, potential profit and implications of the new service are analyzed.

(ii) is technique of avoiding simple human error in the workplace.

(iii) Six sigma means achieving a quality level of only defects per million opportunities.

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- (iv) sites are for an individual, isolated service firm whose services are unconnected with the service firms.
 - (v) The best areas for locating service firm are the ones that generate the highest amount of for the tenure.
- (b) State True *or* False :
- (i) Setting service standards as per customer requirements helps the company to identify non-value added features.
 - (ii) Quality function deployment translates customer requirements in to appropriate company requirement at every stage.
 - (iii) Achievement of service quality is only possible through customers.
 - (iv) Operations manager use only hard customer-defined service quality measure to address quality problems.
 - (v) A3 is an unstructured approach to problem solving.

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

5×2=10

- (a) Define soft customer-defined quality standards.
 - (b) What is meant by return on quality ?
 - (c) What basic characteristics should a new service development system of a firm, process ?
 - (d) What is meant by process benchmarking ?
 - (e) Define Lean service.
 - (f) What is meant by Shopping Malls ?
 - (g) What is meant by site characteristics in location of service firm ?
 - (h) What is meant by Signage and Graphics ?
3. Answer any *four* of the following in about **250** words each. Each question carries 5 marks.

4×5=20

- (a) Write a short note on the strategies that might be employed by a service for achieving service quality.
- (b) Explain the concept of value stream mapping.

- (c) Explain the DMAIC model of process improvement.
 - (d) What factors does a service firm need to consider while evaluating a specific area of a location ? Discuss.
 - (e) What is free form layout ? What are its advantages and disadvantages ?
 - (f) Explain root cause analysis with suitable examples.
4. Answer any **one** question in about **500** words :
- 1×10=10
- (a) How does involvement of employees and customers in the new service development process help the service firm ? Explain.
 - (b) What objectives do the service firms need to consider while designing the service unit ?