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BSM-009

**BACHELOR IN BUSINESS
ADMINISTRATION
(SERVICES MANAGEMENT) [BBA(SM)]**

Term-End Examination

June, 2024

**BSM-009 : INTRODUCTION TO SERVICES
OPERATION**

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. (a) State whether the following statements are True or False : 5×1=5
- (i) The service production systems are subject to extreme variation in demand.
- (ii) Manufacturing firms have moved from simply selling products to selling services also.

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- (iii) Gaming is one of the major industries in the services sector in India, which is showing immense growth potential.
 - (iv) When customers do not receive clear signs it does not lead to anguish and dissatisfaction with service provider.
 - (v) The smell of service outlet is unconsciously related by the customer to the smell of the equipment.
- (b) Fill in the blanks : 5×1=5
- (i) _____ quality emphasizes on serving superior level of service to its customer.
 - (ii) The ability of equipment, counters and furnishing to facilitate the service transactions is known as _____.
 - (iii) _____ conditions affect the emotional level as well as the behaviour of customers.
 - (iv) _____ facilities influence the brand image of the service firm.

(v) _____ layout is deployed when the service provided by the service firm is standardized.

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

- (a) Customization
- (b) Fintech
- (c) Service capacity
- (d) Blueprinting
- (e) Spatial Layout
- (f) Materials management
- (g) Service firms
- (h) Flow Chart

3. Answer any *four* of the following in about **250** words each : 4×5=20

- (a) Discuss the role of an operation manager in a service firm.
- (b) Describe recent trends in the services operations which have revolutionized service industry.

- (c) What are the various types of production capacity in a service operation ?
 - (d) What is a functional layout ? Explain its advantages.
 - (e) How does focus on productivity help service firms ?
 - (f) What are the key strategic roles served by physical materials in a service firm ?
4. Answer any *one* of the following questions in about **500** words each : 1×10=10
- (a) Discuss the objectives which a customer friendly environment serves in the production system.
 - (b) What role does leadership play in implementation of Total Quality Management in a service firm ?