BSM–010

B. B. A. (SERVICES MANAGEMENT)
Term-End Examination
June, 2024

BSM–010 : SERVICE DESIGN

Time : 2 Hours   *Maximum Marks : 50*

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

1. Answer all questions. Each questions carriers 1 mark.   10×1=10

    (a) This digital transformation of products 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) A .... is a picture of map that portrays the customer experience and the service system, so that the different people involved in providing the service can understand it objectively.

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(d)   .... refers to some level of adaptation or tailoring of the process to individual customers.

(e)   Check-in kiosks in hospital emergency rooms for patients not experiencing true emergency for adding their personal details is an example of ....

(f)   "Answering questions promptly" would be an example of a hard customer-defined standard.   (True or False)

(g)   Holistic refers to the entire environment of a service that should not considered.

(True or False)

(h)   The new service offered to the employees of the organization and their families to assess their response is an example of market testing.   (True or False)

(i)   Standardization of service behaviors and actions is consistent with employee empowerment.   (True or False)

(j) Customer-defined standards should be established based on customer complaints and other forms of reactive feedback.

(True or False)

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

(a) What is service innovation and design ?

(b) What is the line of visibility ?

(c) What is the standardization of service behaviour ?

(d) Write about Business Model Innovation.

(e) What is radical innovation ?

(f) What are the different types of customer defined service standards ?

(g) What do you mean by lean service environments ?

(h) Network Innovation.

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

(a) What do you mean by ambient conditions ? Explain.

(b) Discuss about the concept of work cross functionally.

(c) Discuss how customer-defined service standards are maintained at Blue Dart ?

(d) Discuss the Importance of service blue Printing.

(e) What do you mean by learn service environments ? Discuss.

(f) Discuss the role of package in servicescape.

4. Answer any **one** of the following questions in **500** words : 1×10=10

(a) What are the strategic roles of the servicescape ? Explain.

Or

(b) What are the stages in service innovation and development ? Discuss.

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