

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

Term-End Examination

June, 2024

**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) Many a time, it becomes quite difficult
for the service firm to adopt focus on
quality as well as together.

(ii) Service firms need to identify the
existing service encounter sequence
from the perspective.

(iii) The spirit of willingness to help and
promptness in servicing the customers
by the employees is known as

P. T. O.

- (iv) Benchmarking broadens employees'
 - (v) The layout has parallel aisles with service information and merchandise displayed on both sides of the aisle.
- (b) State True *or* False :
- (i) The TQM concepts were originally developed in USA for the manufacturing sector.
 - (ii) Lean is an important philosophy that targets to implement the performance of a business system by focusing on elements that add value.
 - (iii) A service firm whose operations are based in free trade zones is likely to gain quicker return on their investments.
 - (iv) It is important for the service firm to be located in an area with large, unemployed population.
 - (v) The fishbone diagram was developed by Kaoru Ishikawa.

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

- (a) Start-up business
- (b) Poke Yoke
- (c) Pareto analysis
- (d) Formal goal setting
- (e) Blueprinting
- (f) Reliability
- (g) Kanban
- (h) Shopping Malls

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

- (a) Discuss the concept of new service with an example.
- (b) Explain PDCA cycle in detail.
- (c) What is a Racetrak layout ? Explain its advantages and disadvantages ?

- (d) Explain hard customer-defined standards. How many types of hard customer-defined standards can a service include ?
- (e) Discuss the role of the employees in enhancing the service quality dimension ?
- (f) What is meant by Benchmarking ? Explain Process Benchmarking

4. Answer any *one* question in **500** words :

1×10=10

- (a) Why is location one of the keys to success of a service firm ? Discuss the factors a service firm need to consider while evaluating a specific area of a location with an example.

Or

- (b) What are the benefits of Lean and Six Sigma to a service firm ? Explain the DMAIC model of process improvement and process redesign in detail.