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BSM-013

**BACHELOR OF BUSINESS
ADMINISTRATION
(SERVICES MANAGEMENT) [BBA(SM)]
Term-End Examination
June, 2024
BSM-013 : DELIVERING AND
PERFORMING SERVICE**

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. Answer all questions each question carries 1 mark. 1×5=5

State whether true *or* false :

- (a) A service firms yield can be raised by increasing capacity used or by decreasing price.
- (b) Stretch strategies for adjusting capacity to meet demand can be used indefinitely.
- (c) The lack of inventory storage in services is due to the service characteristics of intangibility.

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- (d) Individual differences exist in customers desire to participate in the service process.
- (e) In a service culture, good service is a way of life and it comes naturally to the members of the organization because it is an important norm.

Fill in the blanks :

1×5=5

- (f) “Services cannot be returned or resold” is an implication of the characteristic of service.
- (g) The strategies for enabling service promises are referred to as
- (h) The is the difference between customer expectations of service and company understanding of those expectation.
- (i) Customers who are served simultaneously but who have incomptable needs can effect each other.
- (j) Self service technologies have increased as companies see the potential

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

- (a) Briefly define a chase demand strategy.

- (b) List *three* major roles played by customers in service delivery.
 - (c) What does it mean by self service technologies ?
 - (d) Write a note on demand patterns.
 - (e) What are the overall goals of a customer participation strategy ?
 - (f) What are the challenges in using yield management ?
 - (g) Define service culture. Why is service culture so important ?
 - (h) List any *four* bases that can be used to differentiate waiting customers.
3. Answer any *four* of the following questions in **250** words each : 5 each
- (a) Write a note on inverted service marketing triangle.
 - (b) Explain the various strategies used by organizations for adjusting capacity to match demand.
 - (c) Explain *four* basic scenarios resulting from different combinations of capacity and demand.
 - (d) Write a note on sources of conflict.

- (e) Discuss the underlying logic of the service profit chain.
- (f) Explain customer focused organizational chart.

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

10×1=10

- (a) Discuss *four* ways that fellow customers can adversely affect the service delivery.
- (b) Discuss any *two* types of sources of conflict.