BACHELOR OF BUSINESS ADMINISTRATION (SERVICE MANAGEMENT) (BBASM)
Term-End Examination
June, 2024

BSM-014 : MANAGING SERVICE OPERATIONS–I

Time : 2 Hours   *Maximum Marks : 50*

Note : *Attempt all the questions.*

1. Answer all the questions. Each question carries 1 mark. 10×1=10

    Fill in the blanks :

    (a) Service is an economic activity whose output is ....

    (b) The Service Process Matrix can be useful when investigating the strategic changes in ....

    (c) Food Court often found at malls is an example of ....

    (d) Which of the term was introduced to refer to the physical surroundings where a service takes place .... ?

    (e) .... is a distinctive characteristic of service operations.

State whether the following statements are True *or* False :

(f) The process of using marketing concepts to enhance the satisfaction of a company's employees is called internal marketing.

(g) In choosing a location, a solution space that has an infinite number of possibilities is referred to as a 'network'.

(h) For many services the front and back office need not be co-located.

(i) A facility's location can have an impact on smoothing demand.

(j) An empty airline seat is an example of the intangibility nature of services.

2. Answer any *five* questions in about **100** words each. Each question carries 2 marks. 5×2=10

(a) Define strategic services vision.

(b) Service innovation.

(c) What is SERYQUAL ?

(d) Interpret the meaning of service facility outlet.

(e) Service Capacity.

(f) What is queuing ?

(g) What do you mean by 'Service Consulting ?

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

   (a) List the activities to be performed in managing service operations.

   (b) Explain the factors influencing the service facility layout.

   (c) Explain the strategies for managing service demand.

   (d) Discuss various benefits to service franchisee.

   (e) What is service failure ? Analyse the strategies adopted by the services marketers in services recovery.

   (f) Examine the importance of the supply chain management.

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

                                        1×10=10

   (a) What are the dimensions of service quality ? List out the gaps in Service quality with the help of Gap Model Illustration.

   (b) What is Service blueprinting ? Outline the process involved in service blueprint.