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**BSM-009**

**BACHELOR IN BUSINESS  
ADMINISTRATION  
(SERVICES MANAGEMENT) (BBASM)**

**Term-End Examination**

**December, 2022**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *All questions are compulsory.*

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1. (a) State whether the following statements are True or False : 5×1=5
- (i) Kaizan or rapid improvement processes, often is considered to be the “building block” of all lean production methods.
- (ii) Muri is all about work that adds no value or is not beneficial to the customers.

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- (iii) Process improvement trainings also help employees to identify areas of conflict in the execution of operations.
- (iv) Measuring productivity in a service firm is difficult because of its tangible nature.
- (v) Direction, guidance and feedback to employees can be provided by customers to fulfil the gaps in service quality.
- (b) Fill in the blanks : 5×1=5
- (i) TQM was developed by \_\_\_\_\_.
- (ii) The philosophy of JIT is to continuously seek ways to make process more \_\_\_\_\_.
- (iii) Service quality has been defined as \_\_\_\_\_ meeting and exceeding customer's expectations.
- (iv) Efficiency involves comparison to a \_\_\_\_\_.

(v) The difference between what is in fact delivered to the customers and what customers perceive they have received is called the \_\_\_\_\_.

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

- (a) Kanban
- (b) Pareto Analysis
- (c) Stages of quality control
- (d) Strategic Sourcing
- (e) Functionality
- (f) Medical Tourism
- (g) Performance Management
- (h) Service Customization

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

- (a) Explain the use of technology for process improvement under Just in Time (JIT).
- (b) What are the principles of TQM that are important for service industry ?

- (c) What are the generic dimensions used by customers to evaluate the service quality of a firm ?
  - (d) Explain some of the techniques used by service firms for materials management.
  - (e) Explain some of the dimensions of service environment.
  - (f) What is the importance of good spatial layout with functionality for a service firm ?
4. Answer any **one** of the following questions in about **500** words each : 10
- (a) Elaborate the various stages of quality control in service operation.
  - (b) Explain any **seven** basic tools used by service organizations for problem-solving and process improvement.