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**BSM-013**

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

**Term-End Examination**

**December, 2022**

**BSM-013 : DELIVERING PERFORMING SERVICE**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Attempt all questions.*

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1. Answer all questions. Each question carries 1 mark.

State whether True *or* False :

- (a) A service firm's 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.

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- (c) The lack of inventory capability in services is due to the service characteristic of intangibility.
- (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 :

- (f) ..... shows the three interlinked groups that work together to develop, promote and deliver services.
- (g) The strategies for enabling service promises are referred to as .....
- (h) ..... are the skills and knowledge necessary to do the job.
- (i) Customers who are served simultaneously but who have incompatible needs can ..... affect 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 each. Each question carries 2 marks.
- (a) Briefly define a 'chase demand' strategy.
  - (b) List the *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 challenges in using yield management ?
  - (f) What are the overall goals of a customer participation strategy ?
  - (g) Define service culture. Why is service culture so important ?
  - (h) List the *four* bases that can be used to differentiate waiting customers.
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks.
- (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 the *four* basic scenarios resulting from different combinations of capacity and demand.
  - (d) Write a note on Source of Conflict.
  - (e) Explain Customer-Focused Organizational chart.
  - (f) Discuss the underlying logic of the service-profit chain.
4. Answer any *one* question in about **500** words :

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- (a) How does optimal utilization of capacity differ from maximum utilization of capacity ? Explain by giving *one* example each.
- (b) Discuss the different sources of conflict.