

No. of Printed Pages : 4

**BSM-014**

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

**Term-End Examination**

**December, 2022**

**BSM-014 : MANAGING SERVICE OPERATIONS—I**

*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.

Fill in the blanks :

- (a) ..... of customer skills to enable self-service is a third strategy to enhance the productive capacity of the home health care system.

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- (b) ..... projects involve solving client problems that are at the forefront of professional or technical knowledge.
- (c) ..... costs are related with reaching a suitable agreement with the other party and drawing up a contract.
- (d) A major risk of service diversification is neglect of the ..... service.
- (e) Without self-motivation, intellectual leaders can lose their ..... advantage.

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

- (f) Social media refers to web-based and mobile technologies that turn communication into interactive dialogue.
- (g) The term professional services means a service not delivered by knowledge workers.

- (h) Grinders are the entry level or junior consultants who do much of the leg work.
  - (i) Purchasers place greater importance on price when evaluating less critical services and on quality for more critical services.
  - (j) Franchising cannot be an effective multisite expansion strategy for a well-defined service concept.
2. Answer any *five* questions. Each question carries 2 marks.

Explain the following in about **100** words :

- (a) Bidirectional Optimisation
  - (b) Social media 'netiquettes'
  - (c) Leverage
  - (d) Margin
  - (e) Degree of tangibility
  - (f) Facilitator Service
  - (g) Clustered Service
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks.
- (a) Describe the Network Model of supply chain management.

- (b) Discuss the management of perishability approach used in service chain management.
  - (c) Explain the different strategies to use offline operations online for succeeding in social media-based competition.
  - (d) Discuss the attributes of Professional Services.
  - (e) Describe the issues for the Franchiser.
  - (f) What do you mean by 'Professional Services' ? Explain the attributes of professional services.
4. Answer any *one* question in about **500** words :

10

- (a) What is Service Consulting ? Discuss the 5 P's of operations used by service consulting businesses. Discuss the useful tips offered by Rasiel for successful consulting using McKinsey model.
- (b) Write in detail about the managerial considerations with service outsourcing.