

BBA (SERVICES MANAGEMENT)

Term-End Examination

December, 2022

BSM-010 : SERVICE DESIGN

Time : 2 hours

Maximum Marks : 50

1. Answer all the questions. Each question carries 1 mark. *10×1=10*
- (a) Changes in the features of services already offered are known as _____.
- (b) A _____ is a picture or map that portrays the customer experience and the service system, so that the different people involved in providing the service can understand it objectively.
- (c) _____ implies a non-varying sequential process in which each step is laid out in order and all outcomes are uniform.
- (d) Opinion-based measures and standards that cannot be directly observed are _____.
- (e) _____ typically involve mechanical counts on technology-enabled measurements of time or errors.

(f) Services should be experienced and designed through the customers' eyes.

(True or False)

(g) Idea generation is the stage when the service goes live and is introduced to the marketplace. (True or False)

(h) Service blueprint and other process flow diagrams are different in that the primary focus of service blueprint is on customers and their experience with the service process. (True or False)

(i) Virtually all companies possess standards and measures that are company-defined.

(True or False)

(j) Having more room in your airplane seat would be an example of a soft customer-defined standard. (True or False)

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

$5 \times 2 = 10$

(a) What is service innovation ?

(b) Write about the front-end planning.

(c) What is radical innovation ?

- (d) What is the concept of service prototype ?
- (e) What is commercialization ?
- (f) Write about the environment and physiology.
- (g) What do you mean by ambient conditions ?
- (h) Discuss the importance of signs, symbols and artifacts.

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

- (a) Discuss the challenges of service innovation and design.
- (b) Explain the important considerations for service innovation.
- (c) Discuss the role of package in servicescape.
- (d) Discuss how customer-defined service standards are maintained.
- (e) What are the various service innovations introduced by Ginger Hotels ? Discuss.
- (f) What do you mean by market testing ? Explain.

4. Answer any **one** of the following questions in about 500 words :. *1×10=10*

- (a) Discuss the different fields of service innovation.
 - (b) What is service blueprint ? Discuss various components of service blueprint.
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