

**BBA (SERVICES MANAGEMENT)
(BBASM)**

Term-End Examination

December, 2022

BSM-011 : SERVICE QUALITY AND IMPROVEMENT

Time : 2 hours

Maximum Marks : 50

Note : Answer *all* the questions.

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

(a) Fill in the blanks :

(i) The two types of customer-defined
quality service standards are
_____ and _____.

(ii) New services should be introduced in
the market by looking at data about
_____, market needs, and
feasibility.

(iii) Lower cost means _____.

- (iv) The five dimensions of service quality that are directly influenced by the service employees are _____, _____, _____, _____ and _____.
- (v) Racetrack layout is also known as _____.

(b) State *True* or *False* :

- (i) Formal goal setting involves specific targets for individual behaviour and actions.
- (ii) The new service development system of the firm must be opinion-driven, not fact-driven.
- (iii) Originally developed by Motorola to improve product quality and reduce the warranty claims, six sigma approach has been increasingly adopted by manufacturing and service firms.
- (iv) Location is secondary consideration for customer choice of a service firm.
- (v) The level and intensity of competition affects the demand in an area.

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

- (a) Define hard customer-defined quality standards.
- (b) What is meant by New Service ?
- (c) What is meant by quality/productivity trade-off ?
- (d) What is meant by Gemba Walk ?
- (e) What is meant by Competitive Benchmarking ?
- (f) What is meant by shopping centre in a service unit ?
- (g) What are Feature areas ?
- (h) What is meant by spending Potential Index ?

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

- (a) Explain with an example the factors that should be considered while setting service quality standards.
- (b) Briefly explain the Kaizen with an example.

- (c) What are the benefits of Benchmarking ?
- (d) How do companies build Service Quality Index ?
- (e) Why is location one of the keys to success of a service firm ? Discuss.
- (f) What are the advantages of freestanding sites ? Discuss.

4. Answer any **one** question in 500 words. $1 \times 10 = 10$

- (a) What are the steps involved in developing customer-defined quality standards ? Explain.
 - (b) What critical dimensions do service firms need to follow for successful implementation of Total Quality Management (TQM) ?
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