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**BSM-009**

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

**Term-End Examination**

**December, 2023**

**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. Answer all the questions. Each question carries 1 mark.
  - (a) State whether the following statements are True or False : 5×1=5
    - (i) The service production system often involves simple processing.
    - (ii) Advanced technology software does not help companies to measure their performance based on the data.

**P. T. O.**

- (iii) Labour is the most important element in production capacity.
  - (iv) Colour has a calming and stimulating influence on the customer's behaviour.
  - (v) Demand forecasting method is adopted by service firms to predict the market demand of service of the organisation.
- (b) Fill in the blanks : 5×1=5
- (i) ..... efficiency emphasizes on reducing capital investments, labour and operating costs.
  - (ii) Service production system produce service which are ..... in nature.
  - (iii) The ..... initiative aims to make India a manufacturing hub.
  - (iv) Cross-training enables employees to be skilled enough to handle two or more .....
  - (v) In a ..... customers can be asked to share photographs of points of inconvenience with the support staff.

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

- (a) Define Operations.

- (b) Production capacity
  - (c) Flowcharting
  - (d) Service environment
  - (e) Functional Layout
  - (f) Principles of TQM
  - (g) Pareto analysis
  - (h) Kaizen
3. Answer any *four* of the following questions in about **250** words each : 4×5=20
- (a) Discuss the characteristics of service production system.
  - (b) Explain the factors influencing growth of services sector.
  - (c) Discuss the demand situations which is experienced by service production systems with fixed capacity.
  - (d) How does just-in-time (JIT) improve the service process ?
  - (e) What are the different types of service firm ? Explain.
  - (f) Discuss the advantages of TQM to a service firm.

4. Answer any **one** of the following questions in about **500** words each : 1×10=10
- (a) Discuss the responsibilities of an Operations Manager in a service firm.
  - (b) Briefly discuss, how service firm can manage capacity when they are faced with :
    - (i) excess demand
    - (ii) inadequate demand