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**BSM-010**

**B. B. A. (SERVICES MANAGEMENT)  
(BBASM)**

**Term-End Examination  
December, 2023**

**BSM-010 : SERVICE DESIGN**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *There are **four** questions in this paper.*

*Answer all questions.*

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1. Answer all the questions. Each question carries

1 mark :

1×10=10

(a) ..... means any one person describing a service in words biased by personal experiences and degree of exposure to the service.

(b) ..... is the profitability and feasibility study of whether the new service idea meets the minimum requirement.

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- (c) If no employees are involved in the service, the area can be relabeled .....
  - (d) ..... implies a non-varying sequential process in which each step is laid out in order and all outcomes are uniform.
  - (e) Opinion-based measures and standards that cannot be directly observed are .....
  - (f) One of the steps in the process of developing customer-defined standards is not to provide feedback about performance to employees. (True or False)
  - (g) An elaborate interpersonal service faces the most complex servicescape decisions. (True or False)
  - (h) Spatial layout and functionality are most important for interpersonal services environments. (True or False)
  - (i) To develop an effective physical evidence strategy, a service firm should use a cross-functional team approach. (True or False)
  - (j) The parking lot, the neon signs, the building exterior, and the restrooms are all parts of a servicescape for a nightclub. (True or False)
2. Explain any *five* of the following :  $2 \times 5 = 10$
- (a) “One-time fixes”
  - (b) Idea generation
  - (c) Network innovation

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- (d) Service prototype
  - (e) Line of interaction
  - (f) Soft customer-defined standards
  - (g) Servicescape
  - (h) Physical Evidence
3. Answer any **four** of the following questions in about **250** words each : 4×5=20
- (a) What is market testing ? Explain.
  - (b) Discuss the hard standards by providing examples of your choice.
  - (c) What is the commercialization ? Explain.
  - (d) What do you mean by service blueprint ? Discuss.
  - (e) Explain classifications of service innovations.
  - (f) Discuss the Service Concept Development and Evaluation.
4. Answer any **one** of the following questions in **500** words : 1×10=10
- (a) Explain the factors necessary for appropriate service standards.
- Or*
- (b) Discuss the challenges involved in service innovation and design.

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