

No. of Printed Pages : 4

BSM-013

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

Term-End Examination

December, 2023

**BSM-013 : DELIVERING AND PERFORMING
SERVICE**

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. (a) State whether the following statements are True or False : 5×1=5
- (i) A service culture cannot be developed overnight, and there is no easy way to sustain a service culture.
- (ii) The key players of service triangle are the company, the customers and the providers.
- (iii) If employees feel valued and their needs are taken care of, they are more likely to leave the organization.

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- (iv) Academic research also supports the power of customers to influence service outcomes.
 - (v) Time is a critical factor in internal/external exchange decisions.
- (b) Fill in the blanks : 5×1=5
- (i) Customers are viewed as when they produce a service for themselves.
 - (ii) On-site customers require two kinds of orientation : place orientation and orientation.
 - (iii) Sometimes occurs for boundary spanners when incompatible expectations and requirements arise from two or more customers.
 - (iv) To provide service employees need ongoing training in the necessary technical and interactive skills.
 - (v) A common response during periods of slow demand is to discount the of the service.
2. Briefly explain any *five* of the following in about **100** words each : 5×2=10
- (a) Person/Role Conflict
 - (b) Outsource Activities

- (c) Unoccupied Time Feels longer than Occupied Time
 - (d) Educate Customers about times of increased demand
 - (e) Demand Patterns by Market Segment
 - (f) Economic rewards and Psychic rewards
 - (g) Recruit the Right Customers
3. Answer any *four* of the following questions in about **250** words each : 5×4=20
- (a) How can demand be combined with capacity strategies ? Discuss.
 - (b) How can employees be empowered ? How can team work be encouraged ?
 - (c) List the *three* major roles played by customers in service cocreation and delivery.
 - (d) Briefly explain the difference between optimal and maximum use of capacity.
 - (e) How can customers play the role of contributor to their quality, satisfaction and value of the services they experience ?
 - (f) Identify the characteristics of service that increase the importance of compatible segments.

4. Answer any *one* of the following questions in about **500** words : 10×1=10
- (a) Briefly explain Client Cocreation of value in Business-to-Business Services giving examples.
 - (b) List the Self-Service Technologies (SST) available to consumers. Explain how has proliferation of SSTs occurred.