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BSM-011

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

Term-End Examination

June, 2022

**BSM-011 : SERVICE QUALITY AND
IMPROVEMENT**

Time : 2 Hours

Maximum Marks : 50

Note : *Answer all the questions.*

Note : Answer all the questions. Each question carries 1 (one) mark.

1. Fill in the blanks :

- (a) The two types of customer-defined quality service standards are and
- (b) Formal goal setting involves specific targets for

P. T. O.

- (c) Employees in a service firm are often required to be effective and
- (d) The 5 Whys is a thinking tool used for identifying
- (e) The main objective of phase is to find the root cause of business inefficiency.

True or False :

- (f) Operations managers do not have the choice to locate at non-traditional locations such as an airport or within another store.
- (g) The level and intensity of competition affects the demand in an area.
- (h) Trade-off between quality and quantity and between maximum effectiveness and efficiency places real-time demands and pressure on service employees.
- (i) The fishbone diagram was developed by Kaoru Ishikawa.

(j) Lean is an important philosophy that targets to implement the performance of a business system by focusing on elements that add value.

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

(a) What are the basic characteristics that a service firm needs to ensure in the new service development system ?

(b) What is Benchmarking ?

(c) Define Service Quality Index.

(d) What is meant by central business district (CBD) ?

(e) What are feature areas in service unit ?

(f) What is meant by blueprinting ?

(g) What is Poke Yoke ?

(h) What is meant by technical system in implementation of TQM ?

3. Answer any **four** of the following in about 250 words each. Each question carries 5 marks.
- (a) What are various types of new service ? Explain.
 - (b) What factors does a service firm need to consider before considering any location as its point of operations ?
 - (c) Explain Six Sigma approach.
 - (d) What is a racetrack layout ? What are its advantages and disadvantages ?
 - (e) Explain PDCA cycle in detail.
 - (f) Explain the concept of return on quality.
4. Answer any **one** question in **500** words :

1×10=10

- (a) What strategies should service firms adopt in order to deliver service quality through its employees ?

Or

- (b) Discuss the tools to analyse and address service quality problems. Explain.