

**BACHELORS OF BUSINESS  
ADMINISTRATION  
(BBA(SM))**

**Term-End Examination  
June, 2022**

**BSM-010 : SERVICES MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

---

**Note :** *There are **four** questions in this paper. Answer **all** the questions.*

---

**1.** Answer **all** the following questions. *10×1=10*

- (a) Changes in the features of service already offered are known as \_\_\_\_\_.
- (i) Customer satisfaction
  - (ii) Service innovation
  - (iii) Customer evaluation
  - (iv) Digital market
- (b) Which of following is a part of front-end planning process ?
- (i) Business strategy review
  - (ii) Service prototype
  - (iii) Market testing
  - (iv) Commercialization

- (c) The first step in delivering high service quality is \_\_\_\_\_.
- (i) hiring the right people
  - (ii) understanding customer requirements
  - (iii) innovation
  - (iv) service blueprint
- (d) Which of the following is **not** a technology substitution for personal contact and human effort ?
- (i) Online services
  - (ii) Professional maid services
  - (iii) Voice mail
  - (iv) Automatic car wash
- (e) The new owners of the Royal Challengers cricket team were concerned about declining attendance figures. As a result, its staff set up kiosks at the exits and asked attendees what would make the game day experience more fun. The management was gathering \_\_\_\_\_ measurement.
- (i) Tangible
  - (ii) Basic
  - (iii) Formal
  - (iv) Soft

(f) One of the steps in the process of developing customer-defined standards is to provide feedback about the performance to the employee.

(True or False)

(g) Customer-defined standards should be established based on customer complaints and other forms of reactive feedback.

(True or False)

(h) An elaborate interpersonal service faces the most complex service space decisions.

(True or False)

(i) The work environment of a lawyer does not affect whether clients or colleagues view him/her as successful and trustworthy.

(True or False)

(j) The musty (stale) smell of old papers at a library is an example of an ambient condition.

(True or False)

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

(a) What do you mean by Service Innovation ?

(b) What is Service Prototype ?

(c) Explain the concept of Idea Generation.

- (d) What do you mean by Line Interaction ?
- (e) What are the different types of customer-defined service standards ?
- (f) What is Physical Evidence ?
- (g) What is the importance of signs and symbols ?
- (h) What do you mean by the concept of Work Cross Functionality ?

3. Answer any **four** of the following questions in about 250 words each : *4×5=20*

- (a) What are the stages in service innovation and development ?
- (b) Discuss how service innovation is different from tangible products innovation.
- (c) Explain the service blueprint.
- (d) Discuss the three forms of standardization of service.
- (e) Briefly explain the process for setting customer-defined standards.
- (f) Discuss the role of service escapes.

4. Answer any **one** of the following questions :  $1 \times 10 = 10$

(a) Explain the factors necessary for appropriate service standards.

**OR**

(b) How can a differentiator be used to attract new market segment ? Discuss.

---