

**BACHELOR OF BUSINESS ADMINISTRATION
(SERVICES MANAGEMENT) (BBA(SM))**

Term-End Examination

June, 2022

BSM-013 : DELIVERING PERFORMING SERVICE

Time : 2 hours

Maximum Marks : 50

1. Answer ***all*** the questions. Each question carries
1 mark. *10×1=10*

(a) Fill in the blanks :

- (i) _____ does not consist of bestowing a set of commands from a thick rulebook but, rather the regular and consistent demonstration of one's value.
- (ii) _____ is critical to the creation of customer-focused organisation and is also a source of competitive advantage in companies.
- (iii) The _____ efforts are that the firm engages in to develop its customers' expectations and make promises to customers regarding what is to be delivered.

- (iv) The _____ dimension of service quality is highly dependent on the employees' ability to communicate their credibility and to inspire the customers' trust and confidence in the firm.
 - (v) _____ arises when boundary spanners feel conflict between what they are asked to do and their personalities, orientations or values.
- (b) State whether *True* or *False* :
- (i) A contractor could use outsourcing as a way to adjust his capacity to meet demand.
 - (ii) In a dentist's office, the wait will seem longer for a patient who is anxious than for a patient who is calm and relaxed.
 - (iii) Good service is given only to the external customers.
 - (iv) In most personal and professional services like haircutting etc, the offering is the employee.
 - (v) Empowerment is simply giving employees the authority to make decisions on the customers' behalf.

2. Answer any **five** of the following in about 100 words each. Each question carries 2 marks. 5×2=10

- (a) Write a note on Emotional Labour.
- (b) Name the strategies for adjusting capacity to match demand.
- (c) What are the challenges in using yield management ?
- (d) What is meant by self-service technologies ?
- (e) Briefly define a “Chase Demand” strategy.
- (f) Define Service Culture. Why is service culture so important ?
- (g) List the four bases that can be used to differentiate waiting customers.
- (h) How does employee behaviour affect Service Quality Dimensions ?

3. Answer any **four** of the following in about 250 words each. Each question carries 5 marks. 4×5=20

- (a) Explain the service marketing triangle with diagram.
- (b) Discuss the underlying logic of the service-profit chain.

- (c) What are the overall goals of a customer's participation strategy ?
- (d) How does an organisation effectively manage the mix of customers who simultaneously experience the service ?
- (e) Why do service organisations lack the capability to inventory their services ?
- (f) Explain the four basic scenarios resulting from different combinations of capacity and demand.

4. Answer any **one** question in 500 words. *1×10=10*

- (a) Discuss the strategies for enhancing customer participation.
 - (b) “Employee turnover can be detrimental to customer satisfaction.” What steps can an organisation take to reduce it ?
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