

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

Term-End Examination

June, 2022

BSM-014 : MANAGING SERVICE OPERATIONS – I

Time : 2 hours

Maximum Marks : 50

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

(a) Fill in the blanks :

- (i) Management of _____ is the approach used in service chain management to minimise the negative impact of idle time on the productive capacity of the distributed service workforce.
- (ii) The economics of social media has created a new field called _____.
- (iii) _____ has been one of the main business phenomena across industries, whether it is the manufacturing industry or the service sector.

- (iv) To avoid losing focus, the strategy of _____ diversification is advocated.
 - (v) Transaction costs in outsourcing services include search, _____, and enforcement.
- (b) State whether the following statements are *True or False* :
- (i) Brains projects involve solving client problems that are at the forefront of professional or technical knowledge.
 - (ii) Purchasers place greater importance on quality when evaluating less critical services and on price for more critical services.
 - (iii) Service consulting is required when a firm faces challenges or opportunities that it can handle with its internal capabilities.
 - (iv) An intelligent and fair franchise contract is the most effective means to reduce potential conflict.
 - (v) Typically, a service innovation begins at a single location with an initial service concept.

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

- (a) Why are professional services attractive ?
- (b) What do you mean by degree of tangibility in the context of services ?
- (c) What is Margin ?
- (d) What do you mean by franchisee autonomy ?
- (e) “Service Capacity is Analogous (similar) to Inventory.” Explain.
- (f) What do you understand by diversified network ?
- (g) Explain Grey hair projects.

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

- (a) Discuss the strategies used to improve productive capacity of the service worker.
- (b) What do you mean by ‘Service Consulting’ ? Discuss the stages in a consulting engagement.
- (c) Explain the different strategies to use offline operations online for succeeding in social media-based competition.

- (d) What are the benefits and risks of outsourcing services ?
- (e) Write a short note on clustered service.
- (f) What are the managerial considerations for outsourcing of 'Facility Support Service' ?

4. Answer any **one** question in about 500 words. $1 \times 10 = 10$

- (a) Explain the Service Supply Relationships by taking suitable examples.
 - (b) What do you mean by Franchising ? Explain the nature and benefits of franchising.
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