

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

Term-End Examination

June, 2022

**BSM-009 : INTRODUCTION TO SERVICES
OPERATION**

Time : 2 hours

Maximum Marks : 50

Note : Answer *all* the questions.

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

Fill in the blanks :

- (a) _____ emphasizes on serving superior level of service to its customers than the competitors.
- (b) Service operations firms are often dependent on the _____ infrastructure to serve the customers.
- (c) _____ conditions affect the emotional level as well as the behaviour of the customers.

- (d) The _____ Gap is the difference between what senior management believes customers expect and what the customers' actual needs and expectations are.
- (e) _____ is a systematic and methodical approach to solve quality related problems which require achieving customer expectations.

State whether the following statements are True or False :

- (f) Scatter Diagram is a powerful tool that helps to detect and analyze the relationship between two quality variables.
- (g) As the purchasing power of the citizens of the country grows they are not willing to spend more for services which enhance their product experience.
- (h) Flowcharting is a technique that depicts the sequence of different activities and equipment involved in creating customer experience.
- (i) The physical material is not the key differentiator for players in the service industry.
- (j) JIT was developed in Japan in 1950. It is defined as an "operating concept to eliminate waste".

2. Briefly explain any **five** of the following in about 100 words each : $5 \times 2 = 10$
- (a) Intangibility and Perishability of Service
 - (b) Supply Chain
 - (c) Flowcharting
 - (d) Line Layout
 - (e) Demand Forecasting
 - (f) Service Quality
 - (g) Production Capacity
 - (h) Benchmarking
3. Answer any **four** of the following questions in about 250 words each : $4 \times 5 = 20$
- (a) Explain the meaning of operations and the role of an operations manager.
 - (b) What is meant by data backed performance management ?
 - (c) Explain the approaches to solve the problem of fluctuating demand.
 - (d) How does the service environment affect consumer behaviour ?
 - (e) How do physical materials serve as facilitators in a service firm ?
 - (f) How does focus on productivity help service firms ?

4. Answer any **one** of the following questions in about 500 words : *1×10=10*

- (a) What is a Gap Model ? Explain how a Gap Model helps the operations manager to understand the problems in service quality.
 - (b) What do you mean by JIT ? Elaborate the benefits of JIT to service firms.
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