BSM-009

BACHELOR IN BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) [BBA(SM)]

Term-End Examination
June, 2023

BSM-009 : INTRODUCTION TO SERVICES OPERATION

Time : 2 Hours   *Maximum Marks : 50*

Note : *All questions are compulsory.*

1. (a) State whether the following statements are True *or* False : 5×1=5

   (i) The smallest unit of transformation process is commonly referred to as operation.

   (ii) Nowadays manufacturing firms have moved from simply selling products to selling services along with goods.

   (iii) If one were to look at services from the customers' perspective they are experiences whereas from the organizations' perspective they are nothing.

P. T. O.

(iv) The use of symbolic cues by a service form does not help to convey the message about the quality of experiences that the customer is likely to gain.

(v) Remote sense firms only require the presence of employees at the service production facility.

(b) Fill in the blanks :   5×1=5

(i) The service firms employ .... to source from low cost and quality vendors for equipment and materials.

(ii) Functionality is defined as the ability of equipment, counters and furnishings to facilitate the ....

(iii) .... is a key tool to design new services.

(iv) In his book *The Wealth of Nations*, Adam Smith differentiated between .... and ....

(v) Service firms involve .... as the means to transform resource inputs to create services as output.

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

(a) Intangibility and Perishability of service

(b) Supply Chain

(c) Flowcharting

(d) Line Layout

(e) Demand Forecasting

(f) Service Quality

(g) Chatbots

(h) Benchmarking

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

(e) How do physical materials serve as facilitators in a service firm ?

(f) How does focus on productivity help service firms ?

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4. Answer any *one* of the following questions in about **500** words each : 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.