BSM-010

B. B. A. (SERVICES MANAGEMENT) [BBA(SM)]

Term-End Examination

June, 2023

BSM-010 : SERVICE DESIGN

Time : 2 Hours   *Maximum Marks : 50*

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

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

   (a) This digital transformation of products is sometimes known as _____.

   (b) _____ is the profitability and feasibility study of whether the new service idea meets the minimum requirement.

   (c) If no employees are involved in the service, the area can be relabelled _____.

(d) Doing the thing right the first time is an example of _____.

(e) _____ have a profound effect on customer experience.

(f) The parking lot, the neon signs, the building exterior, and the restrooms are all part of a servicescape for night club.

(True or False)

(g) Spatial layout and functionality are most important for interpersonal services environment.   (True or False)

(h) To develop an effective physical evidence strategy, a service firm should use a cross-functional team approach.   (True or False)

(i) Answering questions "promptly" would be an example of a hard customer-defined standard.   (True or False)

(j) One of the steps in the process of developing customer-defined standards is to provide feedback about performance to employees.   (True or False)

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

    (a) What is idea generation in service innovation ?

    (b) What is the line of interaction ?

    (c) What are the importance of artifacts ?

    (d) What is the one-time fixes ?

    (e) What is the physical evidence in services ?

    (f) What is the first step in developing customer defined standards ?

    (g) Discuss about the concept of work cross functionally.

    (h) What is meant by service prototype ?

    (i) Explain individual behavior towards servicescape.

    (j) Write about the social interactions in services innovation.

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

    (a) Write about the concept of environment and emotion defined service standards.

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(b) What are the types of service innovations ? Discuss.

(c) Discuss the importance of servicescape.

(d) Discuss the different services offering innovation.

(e) Discuss the various steps involved in building a blueprint by giving suitable example.

(f) Discuss the concept of environmental psychology.

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

(a) What are the strategies of servicescape ? Discuss.

(b) What is the difference between hard and soft customer-defined standards ? Discuss in detail.