

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

Term-End Examination

June, 2023

BSM-013 : DELIVERING PERFORMING SERVICE

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. (a) State whether the following statements are True or False : 1×5=5
- (i) Transporting a service culture through international business expansion is not very challenging.
 - (ii) Frontline employees often face interpersonal and interorganizational conflicts on the job.
 - (iii) To get the best people, an organization needs to identify them and compete with other organizations to hire them.
 - (iv) Service customers have been referred to as “partial employees” of the organization.
 - (v) Once the customer's role is not clearly defined, the organization can think in terms of facilitating that role.

- (b) Fill in the blanks : 1×5=5
- (i) The process of managing multiple and sometimes conflicting segments is known as management.
 - (ii) The level of demand which exceeds maximum capacity is demand.
 - (iii) Adjusting capacity is the term used to adjust, stretch and align capacity to match customer
 - (iv) Queue refers to the number of queues, their locations, their spatial requirement and their effect on customer behaviour.
 - (v) For some service businesses, the primary constraint on service production is

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

- (a) Capacity Constraints
- (b) Communicate with Customers
- (c) Self-service technologies
- (d) Service competencies
- (e) Boundary-Spanning Roles
- (f) Compatibility Management
- (g) Charting of Demand Patterns

3. Answer any *four* of the following in about **250** words each : $5 \times 4 = 20$
- (a) Explain any *two* bases which can make waiting more pleasurable for organizations.
 - (b) Explain the service marketing triangle.
 - (c) Identify any four client characteristics that facilitate client cocreation of value in Business-to-Business Services.
 - (d) Identify the factors which determine the firm's choice to produce service for itself or contract externally for the service.
 - (e) "The overall goal of a customer participation strategy is to act socially responsible." Discuss.
 - (f) Explain any *one* strategy adopted for increasing demand to match capacity.
4. Answer any *one* of the following questions in about **500** words : $10 \times 1 = 10$
- (a) Discuss any *two* types of Sources of Conflict.
 - (b) Discuss four ways that "fellow customers" can adversely affect the service delivery.