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BSM-010

B. B. A. (SERVICE MANAGEMENT)

(BBASM)

Term-End Examination

December, 2024

BSM-010 : SERVICE DESIGN

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. Answer all the questions. Each question carries

1 mark :

10×1=10

Fill in the blanks :

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

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- (b) At the stage, the information gathered during commercialization of the service can be reviewed and changes can be made to the delivery process, staffing etc.
- (c) The section of the blueprint covers the internal service, steps and interactions that take place to support the contact employee in delivering the service.
- (d) Doing the thing right the first time is an example of
- (e) The practice of supervisors listening in on employee telephone interactions with customers is called

State True *or* False :

- (f) Holistic refers to the entire environment of service that should not be considered.

- (g) Idea generation is the stage when the service goes live and is introduced to the marketplace.
- (h) Services blueprint and other process flow diagrams are different in that the primary focus of service blueprint is on customers and their experience with the service process.
- (i) Virtually all companies process standards and measures that are company-defined.
- (j) A pharmacy that installs a computer system that automatically checks to see if a new prescription is compatible with other medications a customer is currently taking has used a one-time fix.

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

- (a) Radical innovation
- (b) Market testing
- (c) Commercialization
- (d) Line of interaction
- (e) Social interactions
- (f) Ambient conditions
- (g) Physical evidence
- (h) Servicescape complexity

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

- (a) Explain the role of package in servicescape.
- (b) What are the different strategic roles of the servicescape ?

- (c) What is the first step in developing customer-defined standards ?
- (d) Write about the signs, symbols and artifacts.
- (e) Write about Hard customer-defined standards.
- (f) Explain the concept of work cross functionality.

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

- (a) Explain the classification of service innovation.
- (b) Write about service blueprint and explain its various components.

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