

**BACHELOR OF BUSINESS
ADMINISTRATION
(SERVICES MANAGEMENT) [BBA(SM)]
Term-End Examination
December, 2024
BSM-013 : DELIVERING AND PERFORMING
SERVICES**

Time : 2 Hours

Maximum Marks : 50

Note : Attempt all questions.

1. (a) Fill in the blanks : 1×5=5
- (i) Adjusting capacity is the term used to
adjust stretch and align capacity to
match customer
- (ii) For some service businesses the
primary constraint on service
production is

- (iii) The level of demand which exceeds maximum capacity is demand.
 - (iv) The efforts are that the firm engages into develop its customers' expectations and make promises to customer regarding what is to be delivered.
 - (v) arises when boundary spanners feel conflict between what they are asked to do and their personalities orientations or values.
- (b) State whether true *or* false : $1 \times 5 = 5$
- (i) A contractor could use outsourcing as a way to adjust his capacity to meet demand.
 - (ii) Service customers have been referred to as partial employees of the organization.

- (iii) Once the customer role is not clearly defined the organization can think in terms of facilitating that role.
- (iv) Good service is only given to the external customers.
- (v) Empowerment is simply giving employees the authority to make decisions on the customers behalf.

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

- (a) Capacity constraints.
- (b) Write a note on emotional labour and its duties.
- (c) Define service culture.
- (d) Charting of demand patterns.
- (e) Self service technology.

- (f) Why service culture is so important ?
- (g) What are the challenges in using yield management ?

3. Answer any *four* question in about **250** words each : 5×4=20

- (a) Explain service marketing triangle.
- (b) Identify the factors which determine the firm's choice to produce service for itself or contract externally for the service.
- (c) Discuss the underlying logic of the service profit chain.
- (d) What are the overall goals of a customer's participation strategy ?
- (e) Why do service organizations lack the capability to inventory their services ?

- (f) Explain any *one* strategy adopted for increasing demand to match capacity.
4. (a) Discuss any *four* ways that fellow customers can adversely affect the service delivery. 5
- (b) Discuss the strategies for enhancing customer's participation. 5

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