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BSM-011

**B. B. A. (SERVICES MANAGEMENT)
(BBASM)**

Term-End Examination

December, 2025

**BSM-011 : SERVICE QUALITY AND
IMPROVEMENT**

Time : 2 Hours

Maximum Marks : 50

Note : Answer all the questions.

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

Fill in the blanks :

- (a) Customer-defined standards also help improve the productivity and of the employees.
- (b) Under current services are augmented with new features and benefits for the customers.

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- (c) The spirit of willingness to help and promptness in servicing the customers by the employees is known as
- (d) is a technique of avoiding simple human error in the workplace.
- (e) Six Sigma means achieving a quality level of only defects per million opportunities.

State True or False :

- (f) Focus group discussions are organized by the firm to drill on the needs of the suppliers.
- (g) Pareto analysis is also known as the 70/30 rule.
- (h) Customers need a few seconds to orient themselves as they enter the service unit.
- (i) Originally developed by Motorola to improve product quality and reduce the warranty claims, Six Sigma approach has been increasingly adopted by manufacturing and service firms.

- (j) The TQM concepts were originally developed in Japan for the manufacturing sector.
2. Explain any *five* of the following in about **100** words each. Each question carries 2 marks : 5×2=10
- (a) Hard customer-defined quality standards
 - (b) Radical innovation
 - (c) Responsiveness in services
 - (d) Service culture
 - (e) Credibility
 - (f) Gemba Walks
 - (g) Spending Potential Index
 - (h) Promotional Aisle
3. Answer any *four* of the following in about **250** words each. Each question carries 5 marks. 4×5=20
- (a) Discuss the concept of Quality function deployment with an example.
 - (b) Briefly explain the Kaizen.

- (c) What are the various types of benchmarking that can be practiced by a service firm ?
- (d) How does Lean improve service quality productivity ? Explain.
- (e) What are the advantages and disadvantages of grid layout ?
- (f) What are the advantages of freestanding sites ? Discuss.

4. Answer any *one* question in **500** words.

1×10=10

- (a) Discuss the steps involved in developing customer-defined quality standards with suitable example.

Or

- (b) What strategic implications does location decision have for service operators ? Discuss the types of locations a service firm can opt for, as a point of its operations.

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