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BSM-014

**BACHELOR OF BUSINESS
ADMINISTRATION
(SERVICES MANAGEMENT)
[BBA(SM)]
Term-End Examination
December, 2025
BSM-014 : MANAGING SERVICE
OPERATIONS—I**

Time : 2 Hours

Maximum Marks : 50

Note : *Answer all the questions.*

1. State whether the following statements are True or False. Each question carries 1 mark.

10×1=10

- (a) Service consulting is required when a firm faces challenges or opportunities that it can handle with its internal capabilities.

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P. T. O.

- (b) Car dealerships often are located near one another along a 'motor mile' to allow customers to make comparisons. This location strategy is known as : Competitive Clustering.
- (c) Economies tend to develop from agricultural-based to service-based to production-based.
- (d) In service operations the queuing approach is adopted to deal with a mismatch between variable demand levels and capacity levels.
- (e) Brains projects involve solving client problems that are at the forefront of professional or technical knowledge.

Choose the right answer :

(f) Which of the following is an example of a Service Business ?

(i) Law firm

(ii) Hospital

(iii) Bank

(iv) All of the above

(g) Service processes that are devoted to producing knowledge-based or advice-based services are called :

(i) Customer-centric services

(ii) Professional services

(iii) Value services

(iv) Customized services

- (h) New Service Development involves :
- (i) Location and accessibility
 - (ii) Facilities design and ambience
 - (iii) Layout of effective customer and work flow
 - (iv) All of the above
- (i) Services are having all these attributes, except :
- (i) Deeds, Processes and Performances
 - (ii) Service is a time-perishable, intangible experience
 - (iii) Performed for a customer acting in the role of a co-producer
 - (iv) Services can be inventoried

(j) In addition to the traditional four P's the services marketing mix includes people, physical evidence and :

(i) Inseparability

(ii) Planning

(iii) Production

(iv) Process

2. Answer any *five* questions in about **100** words each. Each question carries 2 marks : 5×2=10

(a) Explain the elements of total service package.

(b) New service development

(c) Front-office/Back-office

(d) What is service quality ?

(e) What is service blueprint ?

- (f) Service facility location.
- (g) Define Service Consulting.
- (h) Supply management in services.

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

- (a) Explain the activities to be performed in managing service operations.
- (b) Examine the steps in service design.
- (c) Outline the strategies for managing service demand.
- (d) Analyse various benefits to service franchisor.
- (e) Discuss the services that the professional agencies should offer to social media clients.

- (f) List out the points that highlight the importance of the supply chain management.

4. Answer any **one** question in about
500 words : 1×10=10

- (a) What is SERVQUAL ? How would you show your understanding on gaps in service quality ?

Or

- (b) What is Service Blueprinting ? Outline the process involved in service blueprint.

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