

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

**Term-End Examination**

**June, 2025**

**BSM-010 : SERVICE DESIGN**

*Time : 2 Hours*

*Maximum Marks : 50*

---

**Note :** *All questions are compulsory.*

---

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

Fill in the blanks :

- (a) ..... means any one person describing a service in words biased by personal experiences and degree of exposure to the service.
- (b) A ..... is a picture or map that portrays the customer experiences and the service system, so that the different people involved in providing the service can understand it objectively.

- (c) ..... implies a non-varying sequential process in which each step is laid out in order and all outcomes are uniform.
- (d) Customers often rely on ..... to evaluate the service before purchase.
- (e) ..... is the service provided in support of a company's core products.

True or False :

- (f) "Having more room in your airplane seat" would be an example of a soft customer-defined standard.
- (g) Customer-defined standard should be established based on customer complaints and other forms of reactive feedback.
- (h) The parking lot, then eon signs, the building exterior, and the restrooms are all part of a service scape for a nightclub.

- (i) The work environment of a lawyer does not affect whether clients and/or colleagues views her as successful and trustworth.
  - (j) Physical evidence strategy begins with the recognition of the strategic importance of physical evidence in determining service quality expectations and perceptions and then moves directly to the identification of additional physical evidence that would do the job even better than what now exists.
2. Explain any *five* of the following in about **100** words each. Each question carries 2 marks : 5×2=10
- (a) Server prototype
  - (b) Socializer
  - (c) Community partnership
  - (d) How does physical evidence affect the customer experience ?
  - (e) Environment and physiology
  - (f) Architectural Innovation (New Market)
  - (g) Idea generation in service innovation
  - (h) Ambient condition.

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

- (a) One-Time Fixes
- (b) Explain the important considerations for service innovation.
- (c) Write about what 1-2-3-4-5-6 concept.
- (d) Discuss the role of package in service-scape.
- (e) Discuss the importance of innovative services.
- (f) Why is it important to do front end planning ?

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

- (a) Briefly explain the process for setting customer-defined standards.
- (b) Discuss the ways in which companies are using 'big data' to define service standards and improve the customer experience.

x x x x x