

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

June, 2026

**BSM-009 : INTRODUCTION TO SERVICES
OPERATION**

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. (a) State whether the following statements are **True** or **False** : 5×1=5
 - (i) Muri is all about work that adds no value or is not beneficial to the customers.
 - (ii) JIT does not require a continual testing of processes.
 - (iii) Measuring productivity in a service firm is difficult because of its tangible nature.

- (iv) Direction, guidance, and feedback to employees' can be provided by customers to fulfill the gaps in service quality.
- (v) The use of symbolic cues by a service firm does not help convey the message about the quality of experience that the customer is likely to gain.

(b) Fill in the blanks : 5×1=5

- (i) The service firms employ to source from low cost and quality vendors for equipment and materials.
- (ii) Physical materials would be needed to be due to changing needs of the customers.
- (iii) The difference between what is infact delivered to the customers and what customers perceive they received is called the

- (iv) Measuring productivity in a service firm is difficult because of its nature.
- (v) JIT helps to identify elements in capacity planning.

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

- (a) Operations Manager
- (b) Chatbots
- (c) Medical Tourism
- (d) Line Layout
- (e) Functionality
- (f) Demand forecasting
- (g) Service Quality
- (h) Productivity

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

- (a) Explain the generic dimensions used by customers to evaluate service quality ?

- (b) Which process areas in a service firm show the greatest potential for application of JIT ?
 - (c) What is the role of leadership in implementation of TQM in the service firm ?
 - (d) What is meant by data backed performance management ?
 - (e) How IT influenced growth of service in India ?
 - (f) Trace in brief the history of the service sector in the world.
4. Answer any *one* of the following questions in about **500** words each : 1×10=10
- (a) Write a detailed note on the emerging trends in service operations.
 - (b) What are the generic productivity improvement strategies that can be adopted by a service firm ?

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