

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

Term-End Examination

June, 2026

BSM-010 : SERVICE DESIGN

Time : 2 Hours

Maximum Marks : 50

Note : (i) *There are **four** questions in this paper.*

(ii) *Answer all the questions.*

1. Attempt all questions. Each question carries
1 mark. 10×1=10

Fill in the blanks :

- (a) means any one person
describing a service in words based on
personal experiences and degree of
exposure to the service.

- (b) is the profitability and feasibility study of whether the new service idea meets the minimum requirement.
- (c) A is a picture or map that portrays the customer experience and the service system, so that the different people involved in providing the service can understand it objectively.
- (d) implies a non-varying sequential process in which each step is laid out in order and all outcomes are uniform.
- (e) Doing the thing right the first time is an example of

True or False

- (f) The two research methods used to document customers opinions about whether service performance met the standards established are benchmarking and critical incident surveys.
- (g) The parking lot, the neon sign, the building exterior, and the restrooms are all part of a servicescape for a night club.

- (h) The work environment of a lawyer does not affect whether client and or colleagues view her as successful and trustworthy.
 - (i) A hair salon is an example of an elaborate interpersonal service.
 - (j) The musty (stale) smell of old papers at a library is an example of an ambient condition.
2. Answer any *five* questions in **100** words.
Each question carries 2 marks : $5 \times 2 = 10$
- (a) What is the first step in developing customer defined standard ?
 - (b) Write about community partnership.
 - (c) Write about Post-introduction Evaluation.
 - (d) What do you mean by Service Prototype ?
 - (e) Write about in Line of Visibility.
 - (f) Write about the package in service-scape.
 - (g) What is Environment and Emotion ?

- (h) How does the physical evidence affect the Customer Experience ?
 - (i) What do you mean by Lean Service Environments ?
 - (j) What do you mean by Ambient condition ?
3. Attempt any *four* of the following questions in **250** words. Each question carries 5 marks : 4×5=20
- (a) What are the challenges faced while innovating and designing services ? Discuss.
 - (b) Discuss why spatial layout is very important to customers in self service environments.
 - (c) Discuss the various steps involved in building a Blueprint with example.
 - (d) What do you mean by Service prototype ? Explain with example.
 - (e) Discuss the importance of signs, symbols and artifacts.
 - (f) What do you understand by the soft customer-defined services.

4. Attempt any *one* of the following questions in **500** words. Each question carries 10 marks : 1×10=10

- (a) What is Service Blueprint ? Explain the components of Service Blueprint.
- (b) Explain the factors necessary for appropriate service standards.

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