

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

Term-End Examination

June, 2026

**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) The space in a service unit is expensive and
- (b) decisions have strategic implications also for the service provider as they serve as a source of competitive advantage.

- (c) All service firms trying to adhere to aim at gaining competitive edge in the market.
- (d) Racetrack layout is also known as
- (e) The best areas for locating service firm are the ones that generate the highest amount of for the tenure.

State True or False :

- (f) Setting service standards as per customer requirements helps the company to identify non-value-added features.
- (g) Competition forces operation managers to come up with new service options for the customers.
- (h) Achievement of service quality is only possible through customers.
- (i) A3 is an unstructured approach to problem-solving.

- (j) A simple thumb rule for allocating space by an operations manager is to allocate on the basis of asset turnover in the service category.
2. Explain any *five* of the following in about **100** words each. Each question carries 2 marks. 5×2=10
- (a) Soft customer-defined quality standards
 - (b) Start-up business
 - (c) Reliability of services
 - (d) Freestanding sites
 - (e) Signage and Graphics
 - (f) Freestanding Displays
 - (g) Kanban
 - (h) Six Sigma
3. Answer any *four* of the following in about **250** words each. Each question carries 5 marks. 4×5=20
- (a) Explain root cause analysis with suitable example.

- (b) Write a short note on Value Stream Mapping.
- (c) What is meant by Benchmarking ? Explain the benefits of Benchmarking.
- (d) Write a short note on the benefits of Lean and Six Sigma to a service firm.
- (e) What factors does a service firm need to consider before considering any location as its point of operations ?
- (f) What are the advantages and disadvantages of racetrack layout ?

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

1×10=10

- (a) What are the stages in new service development ? Explain.

Or

- (b) What are the dimensions of quality in a service firm ? Explain.

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