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BSM-013

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)
Term-End Examination**

June, 2026

**BSM-013 : DELIVERING AND
PERFORMING SERVICES**

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

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

Fill in the blanks :

- (a) Service is critical to the creation
of a customer-focused organization and
is also a source of competitive
advantage in companies.

- (b) Service are the skills and knowledge necessary to do the job.
- (c) Customers are viewed as when they produce a service for themselves.
- (d) Using price differentiation to smooth demand is a strategy.
- (e) Employees are more likely to embrace a service culture when they see management living out these

State True or False :

- (f) In most personal and professional services like haircutting etc, the offering is the employee.
- (g) In taking self-defence classes the customers would have a lowest level of participation.
- (h) Individual differences exist in customers' desire to participate in the service process.

- (i) A service firm's yield can be raised by increasing capacity used or by decreasing price.
- (j) Rewarding customers has no effect on their likelihood of performing their roles effectively.

2. Briefly explain any *five* of the following in about **100** words. Each question carries 2 marks. 5×2=10

- (a) Corporate culture
- (b) Emotional labor
- (c) Service quality
- (d) Customer participation
- (e) Lack of inventory capability
- (f) Predictable cycles
- (g) Psychic rewards

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

- (a) Write a note on sources of conflict in service delivery.
- (b) Describe the steps involved in retaining of efficient employees.
- (c) What is customer mix ? Explain the process of customer mix.
- (d) Why time, labour, equipment's and facilities are considered as the primary constraint on service production ?
- (e) What are the different issues of inventory capability in services ?
- (f) Write a few challenges and risks of yield management in service organizations.

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

1× 10=10

- (a) Explain customer participation in Self-Service Technologies (SSTs) giving a suitable example.
- (b) Explain the Adjusting Capacity strategy used by organizations for shifting demand to match capacity.

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