No. of Printed Pages : 5 **BSM–014**

BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) [BBASM]

Term-End Examination

June, 2026

BSM-014 : MANAGING SERVICE OPERATIONS—I

Time : 2 Hours *Maximum Marks : 50*

Note : *Answer all questions.*

1. (a) State whether the following statements are True or False : 5×1=5

   (i) The bullwhip effect refers to demand amplification in supply chains.

   (ii) Professional service firms are characterised by high labour intensity.

(iii) Outsourcing always reduces cost without risks.

(iv) Franchising is a form of licensing.

(v) Service perishability means services can be stored for future use.

(b) Fill in the blanks : 5×1=5

(i) The .... model is often used to explain supply chain networks.

(ii) Yield management is widely applied in .... and airlines.

(iii) Customer-supplier .... exists in every service encounter.

(iv) Service firms may adopt a .... strategy for domestic growth.

(v) Social Media helps in .... creation with customers.

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

(a) Explain the concept of customer-supplier duality in services.

(b) What are the main risks of outsourcing services ?

(c) Describe the importance of social media for service firms.

(d) What is the role of franchising in service expansion ?

(e) Explain the term "bidirectional optimisation" with an example.

(f) Write a short note on domestic growth strategies in services.

(g) Define "productive capacity" in service operations.

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

   (a) Discuss the network model of supply chain management with a suitable example.

   (b) Explain the attributes of professional services and give examples.

   (c) What are the benefits and risks of globalisation of services ?

   (d) Describe different strategies used for managing service capacity.

   (e) Explain how yield management is applied in industries like hotels or airlines.

   (f) Write a short note on the classification of business services in outsourcing.

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

   (a) Using the example of an Indian service firm, discuss how supply chain and social media, can be used to manage service relationships.

Or

(b) Explain in detail the various global service strategies such as multi-country expansion, importing customers, following customers, and service off-shoring.

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