

## **B.B.A. Part-III (Semester-VI) Examination**

## **SERVICES MANAGEMENT**

**Paper : BBA/605**

Time : Three Hours]

[Maximum Marks : 80]

**Note :—** All sections are compulsory.

## SECTION—A

### **(Multiple Choice Questions)**

1. A \_\_\_\_\_ is a form of product that consists of activities, benefits or satisfaction offered for sale that are essentially intangible and not result in ownership of anything.  
(A) Service (B) Demand  
(C) Need (D) Physical Object
  2. Services are typically produced and consumed simultaneously. This is an example of the \_\_\_\_\_ characteristic of service.  
(A) Intangibility (B) Variability  
(C) Inseparability (D) Simultaneously
  3. Service management focuses on meeting customer needs through :  
(A) Tangible product (B) Standardised processes  
(C) Customized interaction (D) Mass production techniques
  4. Using capacity at optimum level means the resources are employed \_\_\_\_\_.  
(A) Fully (B) Partly  
(C) Semi-Partly (D) None
  5. When demand is below optimum capacity resources being :  
(A) Under utilization (B) Low productivity  
(C) Low profit (D) All of these
  6. \_\_\_\_\_ exists where demand is currently at a desirable level and one which allows the organization to meet its objective.  
(A) Overfull demand (B) Regular demand  
(C) Full demand (D) Irregular demand

7. New service development involves \_\_\_\_\_.  
(A) Location and accessibility  
(B) Facilities design  
(C) Layout of effective customs and work flow  
(D) All of these
8. The service sector makes an important contribution to GDP while providing \_\_\_\_\_ for the economy.  
(A) Job input (B) Public service  
(C) Both (A) and (B) (D) None
9. Due to emergency impact of technology we see more and more examples of :  
(A) Self service (B) Automated service  
(C) Both (A) and (B) (D) None
10. Operation management plays a crucial role in an organization as it handles issues like :  
(A) Design (B) Operation  
(C) Maintenance (D) All of these
11. Which of the following are element of layout ?  
(A) Conceptual element (B) Visual element  
(C) Practical element (D) All of these
12. The service quality model identifies \_\_\_\_\_ gaps that result in unsuccessful delivery.  
(A) Four (B) Three  
(C) Five (D) Six
13. The mental energy spent by customers to acquire service is referred to as \_\_\_\_\_.  
(A) Image costs (B) Monetary price  
(C) Energy costs (D) Psychic costs
14. \_\_\_\_\_ cost refers to product's purchase cost plus the discounted cost of maintenance and repair less the discount salvage value.  
(A) Total (B) Variable  
(C) Life cycle (D) Net
15. The initial stage of the supply chain process is the \_\_\_\_\_.  
(A) Sourcing stage (B) Organizing stage  
(C) Planning stage (D) Directing stage

16. Queuing theory deals with problem of \_\_\_\_\_.  
(A) Material handling (B) Reducing waiting time  
(C) Effective use of machines (D) Better utilization of man service
17. Which of the following is not a part of inventory ?  
(A) Finished goods (B) Raw material  
(C) Spare part of plant and machinery (D) Work-in-process
18. As per the service quality model, the capacity to complete the promised service accurately and dependably is \_\_\_\_\_.  
(A) Responsiveness (B) Reliability  
(C) Assurance (D) Empathy
19. Using ATM is example of which service encounter ?  
(A) Human to Human (B) Machine to Human  
(C) Human to Machine (D) None
20. The objective of ISO-9000 family of quality management is \_\_\_\_\_.  
(A) Customer satisfaction (B) Employee satisfaction  
(C) Skill enhancement (D) Environmental issues 20×1=20

### **SECTION—B**

#### **(Short Answer Questions)**

1. (a) Explain the characteristics of service.  
**OR**  
(b) Explain the concept of positioning of service.
2. (a) State the nature of demand and supply of service delivery.

**OR**

- (b) Classify service based on intangibility action.
3. (a) Explain concept of work measurement.

**OR**

- (b) What are the elements of service delivery system ?
4. (a) Define service quality.

**OR**

- (b) Explain service process control.
5. (a) What is service inventory management ?

**OR**

- (b) Explain queuing system in service.

5×4=20

**SECTION—C**  
**(Long Answer Questions)**

1. (a) What are the challenges faced by Service Manager ?

**OR**

- (b) Explain concept and types of service.
2. (a) Explain the meaning of service and goods and difference between goods and services.
- OR**
- (b) Explain different schemes of classification of service.
3. (a) Explain location facility and importance of location facility in service.

**OR**

- (b) Explain the design and development of service in detail.
4. (a) Explain human resource planning and employee selection process in service.
- OR**
- (b) Explain total quality management tools.
5. (a) Explain service supply chain in detail.

**OR**

- (b) What is service inventory management ? Write in detail.

$5 \times 8 = 40$