



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BGN2303 Service Quality Management**
Semester & Year : May - August 2017
Lecturer/Examiner : Mr. Philip Kwan
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWO (2) Mini case study questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
PART B (75 marks) : THREE (3) Essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 4 (Including the cover page)

PART A : MINI CASE STUDY QUESTIONS (25 MARKS)

INSTRUCTION(S) : TWO (2) mini case study questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

Akmal Car Services

A car repairman, Akmal Car Services was started with the purpose of providing a unique, pleasant, and honest experience. When Akmal Car Services was first opened; the Manager, Siti Aminah brought in bands to play in the evenings. As Akmal Car Service's success grew, she had to phase out the live music, because she was too busy with other aspects of the business. She never forgot the experience of seeing others get treated dishonestly. Today, the majority of her customers are women, who frequently have been the victims of dishonest repairmen.

The large waiting area was transformed into a coffee bar with a number of amenities to make her customers' waits very enjoyable. She offered a variety of coffees and an atmosphere that does not make the customers feel as they are in a waiting room. Because of the atmosphere she has created; she does not have to compete on speed, which allows Akmal Car Services to use lifts and only two stalls. Furthermore, using lifts gives employees an opportunity to show the customer when something is wrong with his or her car. The customer can go under the car with the technician and actually see the problem.

When a customer does not want to wait, Akmal Car Services provides transportation to and from work. This service helps smooth demand during the weekday afternoons, so customers will not all come after 5pm during the week or on Saturdays. Akmal Car Service's location on a main street near the university attracts a broad spectrum of customers, but also it means customers can walk to many local shops while their cars are being serviced. Akmal Car Services now provides 30 percent of the revenues for the joint businesses

The business provides a great deal of fulfillment for her, "I love coming to work because every day brings new and different customers into our shops.

SOURCE: adapted from Fitzsimmons, J.A., Fitzsimmons, M.J. and Bordoloi, S. (2014). *Services Management: Operations, Strategy, Information Technology*. 8th edn. Singapore: McGraw-Hill.

1. Identify and explain how Akmal Car Services deliver their service to the existing customers.

(10 marks)

2. Identify and describe the key characteristics of a service operation at Akmal Car Services.

(15 marks)

END OF PART A

PART B : ESSAY QUESTIONS (75 MARKS)

INSTRUCTION(S) : THREE (3) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. Identify and illustrate the implementation of total quality in the process of cultural change.
(25 marks)
2. Analyse different gaps in communication that arise due to intangible services. Provide an example to justify your answer.
(25 marks)
3. Discuss the key determinants of managing service quality contributed by Parasuraman, Zeithamel, and Berry with appropriate examples.
(25 marks)

END OF EXAM PAPER