



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT1313 Service Management**  
Trimester & Year : May – August 2019  
Lecturer/Examiner : Ng Boon Aun  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. **This question paper consists of 2 parts:**  
**PART A (30 marks) : Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**  
**PART B (70 marks) : Answer all FIVE (5) short answer 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 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.

**Total Number of pages = 8 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (70 MARKS)**

**INSTRUCTION(S)** : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

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1. Based on the degree of divergence, services can be differentiated into 2 categories. Compare the **TWO (2)** types of services. Provide relevant examples to support your answer. (10 marks)
  
2. Service marketers suggested that there are 4 different types of loyal customers. Discuss **THREE (3)** types of loyal customers. Provide examples on how each customers should be managed in an organisation. (15 marks)
  
3. Describe the **FIVE (5)** major gaps in the Service Quality Gap model. (15 marks)
  
4. To perform good complaint management, service providers can adopt the LEARN approach of customer complaint management. Using the **FIVE (5)** steps of complaint management, explain how a good service provider should react when a complaint received. (15 marks)
  
5. Examine the **THREE (3)** outcomes of comparison using the SERVQUAL model. Provide relevant examples for each of the outcomes examined. (15 marks)

**END OF EXAM PAPER**