

**FACULTY OF BUSINESS****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

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Course Code & Name : **MGT1313 SERVICE MANAGEMENT**  
Semester & Year : May – August 2020  
Lecturer/Examiner : Chris Ong  
Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.  
PART B (70 marks) : FIVE (5) short questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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.

**PART A : MULTIPLE CHOICES (30 MARKS)**  
**INSTRUCTION (S) : THIRTY (30)** multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.

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**PART B : FIVE (5) SHORT QUESTIONS (70 MARKS)**  
**INSTRUCTION (S) : FIVE (5)** short answers. Answers are to be written in the Answer Booklet provided.

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1. Define each of the following items:

- a. Service Blueprints
- b. Poka-yoke methods
- c. Customer satisfaction
- d. Customer loyalty
- e. Customer retention

(10 marks)

2. Discuss **THREE (3)** reasons for businesses to focus more on services so that they can gain competitive advantage in the market sector. Provide relevant examples to support your answer.

(15 marks)

3. You are required to discuss and identify **THREE (3)** strategies for creating value for customers and capturing value for customers in return that related to customer relationship management.

(15 marks)

4. Discuss the **FIVE (5)** dimensions of service quality as customer-satisfaction measurement. Provide relevant examples to support your answer.

(15 marks)

5. Discuss the **THREE (3)** Ps that Berjaya University College uses to implement its marketing strategy. Provide relevant examples to support your answer.

(15 marks)

END OF EXAM PAPER