



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **MGT1014 Essentials of Service Operations**  
 Semester & Year : September - December 2017  
 Lecturer/Examiner : Ng Boon Aun  
 Duration : 2 Hours

### INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
  - PART A (75 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.**
  - PART B (25 marks) : Answer ONE (1) essay question. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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 = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (75 MARKS)**

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

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1. Describe **THREE (3)** types of tourism events commonly found in the industry. Provide relevant examples to support your answer.  
(15 marks)
  
2. Identify and explain **THREE (3)** methods how retailing can add value to customers. Provide relevant examples to support your answer  
(15 marks)
  
3. “Many companies and businesses are willing to participate in the sponsoring of an event because of its various benefits.”  
Identify and describe **FIVE (5)** motives for event sponsorship.  
(15 marks)
  
4. Explain the **FIVE (5)** advantages of operating a franchise business.  
(15 marks)
  
5. Identify and briefly describe **THREE (3)** types of maintenance programs. Support your answers with relevant examples.  
(15 marks)

**END OF PART A**

**PART B : ESSAY QUESTION (25 MARKS)**

**INSTRUCTION(S)** : Answer **ONE (1)** essay question. Write your answers in the Answer Booklet(s) provided.

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1. Identify and describe the **FIVE (5)** components of service quality. Provide relevant examples using one business organisation of your choice.

(25 marks)

**END OF EXAM PAPER**