



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **LSC213 Service Operations Management 1**
Semester & Year : January – April 2022
Lecturer/Examiner : Wan Ahmad Asrar Nik @ Wan Yahya
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : **FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.**
PART B (40 marks) : **TWO (2) essay 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 = 4 (Including the cover page)

PART A

: SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION (S)

: Answer all **FOUR (4)** short answer questions.

Write your answers in the Answer Booklet (s) provided.

1. In service operations management, many of the concepts are equally relevant to manufacturing organizations because all manufacturing companies provide services, such as after-sales service and customer training, and internal services such as HR or IT support. (15 marks)
 - a. **Define** service operations management. (1 mark)
 - b. Briefly **describe THREE (3)** elements of value creation process. (6 marks)
 - c. Briefly **explain** co- production between the service provider and the customer. (5 marks)
 - d. **State THREE (3)** classifications of service customers. (3 marks)

2. Besides taking a service concept and designing and running an operation to deliver it, the operations department may be that there are a set of competences in the operations that can be turned to create a strategic advantage. (15 marks)
 - a. Briefly **explain** how can operations managers use a service concept. (5 marks)
 - b. Briefly **explain** servitization. (5 marks)
 - c. Briefly **describe in TWO (2)** ways a service company can create competitive advantage. (4 marks)
 - d. **Provide ONE (1)** example of supplementary service. (1 mark)

3. Processes are the lifeblood of the service operation. Therefore, operations managers have to look at the design of the service process from a provider's perspective with a focus on efficiency by delivering the right experience. (15 marks)
 - a. **Define** service capacity. (1 mark)
 - b. Briefly **explain** how can a servicescape be designed. (5 marks)
 - c. **State THREE (3)** service quality factors. (3 marks)
 - d. Briefly **describe THREE (3)** activities in service product variety. (6 marks)

4. Most service organizations employ large numbers of staff, both customer-facing (frontline) employees and back-office employees who support the customer-facing staff. (15 marks)
- a. Briefly **describe TWO (2)** types of employee discretion. (4 marks)
 - b. Briefly **describe FIVE (5)** roles of service providers. (10 marks)
 - c. **State ONE (1)** leadership quality in managing service providers. (1 mark)

(Total: 60 marks)

END OF PART A

PART B

: ESSAY QUESTIONS (40 MARKS)

INSTRUCTION (S)

: Answer all **TWO (2)** essay questions.

Write your answers in the Answer Booklet (s) provided.

1. Ahamed Mastan operates a family-own restaurant selling lunch meals since 1990. His restaurant is famous because most customers in Klang Valley know about his mutton soup. The peak hours of his restaurant are between 12.00 p.m. and 2.00 p.m. During the Covid-19 Movement Control Order (MCO) in 2020 and 2021, the restaurant provided take-away services only. Based on the scenario, **discuss:**

(20 marks)

- a. How e-commerce impacted his restaurant during the MCOs? (5 marks)
- b. How he manages customers during the peak hour? (5 marks)
- c. What influence his customers' perception on the service? (5 marks)
- d. The type of service process performed by his restaurant. (5 marks)

2. Resort ABC has main reasons why its guests go there: location, servicescape and service. The location is ideal, a beautiful beach, but also it is located on Mangkok Beach, which is the best beach view. Servicescape, too, is important. It has large gardens and common areas so that its guests are able to spread out, and is very traditionally Terengganu. Its staff are very good-natured and friendly and they provide genuine hospitality and warmth. This has a big impact on its guests. It has also a large number of returning guests. Base on the scenario, **discuss:**

(20 marks)

- a. What service quality gaps that Resort ABC might avoid and improve? (5 marks)
- b. How Resort ABC would improve its service guarantee through the design of the promise? (5 marks)
- c. How Resort ABC uses mystery shoppers to assess its customers' satisfaction? (5 marks)
- d. How Resort ABC's operations manager and staff can understand its customer behavior? (5 marks)

(20 marks)

(Total: 40 marks)

END OF EXAM PAPER