



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DBM2301 Service Management**
Semester & Year : January - April 2016
Lecturer/Examiner : Mr. Philip Kwan
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWENTY FIVE (25) multiple choice questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
PART B (75 marks) : FIVE (5) short answer 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 = 8 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (75 MARKS)

INSTRUCTION(S) : FIVE (5) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. Discuss **FIVE (5)** strategies a manager would use to establish a quality culture in organisations. (15 marks)

2. Define 'services' and briefly describe how services are different as compared to products. (12 marks)

3. Explain the key features of direct service approach when managing a service delivery process. (15 marks)

4. A service guarantee has obvious marketing appeal. Discuss how a service guarantee promotes organisational effectiveness via **FOUR (4)** approaches. (16 marks)

- 5 a. Describe why call centers are important or unimportant to customer perceptions of service firms. (8 marks)

- 5 b. Elaborate how can firms build a strong service culture with one example. (9 marks)

(Total: 17 marks)

END OF EXAM PAPER