



Private & Confidential

## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BGN2303 Service Quality Management**  
Semester & Year : January - April 2017  
Lecturer/Examiner : Mr. Philip Kwan  
Duration : 3 Hours

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#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
PART A (20 marks) : TWO (2) Mini case study questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.  
PART B (80 marks) : FOUR (4) Essay 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 = 4 (Including the cover page)**

**PART A : MINI CASE STUDY QUESTIONS (20 MARKS)**

**INSTRUCTION(S) : TWO (2) mini case study questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

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**Ali Volvo**

Ali Volvo is the “new kid in town.” It represents an effort by two former authorised Volvo dealer mechanics to provide quality repair service on out-of-warranty Volvos at a reasonable cost. They have earned a respected reputation and a following of satisfied customers, which make an independent service operation feasible.

The owners feel they have designed their operation to provide clients with a custom car care service that is unavailable at the local dealer. They encourage clients to schedule appointments for the diagnosis and repair of specific problems.

The owner-mechanics do no repairs between 7 to 8 AM and 5 to 6 PM. Because these are heavy customer contact hours. They believe it is just as important to discuss with the clients the repairs that have been done as it is to discuss what problems exist before that work is done.

Care is taken throughout the repair process to keep the car clean, and the inside is vacuumed as a courtesy before pickup. After the repairs are finished, the vehicle is taken for a short test drive. Then it is parked, ready for pickup.

Ali Volvo owners see their responsibility as extending beyond immediate service to their clients. The owners have developed a network of other service providers who assist in recycling used parts and waste products and to whom they can refer clients for work that is not part of Ali Volvo’s services. The owners also are considering the possibility of offering a mini-course one Saturday morning each month to teach clients what they can do to attain their 200,000-mile Volvo medals.

**SOURCE:** adapted from Fitzsimmons, J.A., Fitzsimmons, M.J. and Bordoloi, S. (2014). *Services Management: Operations, Strategy, Information Technology*. 8<sup>th</sup> edn. Singapore: McGraw-Hill.

1. Discuss Ali Volvo's service package.

(10 marks)

2. Identify the distinctive characteristics of a service firm delivered by Ali Volvo.

(10 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (80 MARKS)**

**INSTRUCTION(S) : FOUR (4) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

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1. Nowadays most service providers are more interested in managing and improving customers' experiences. Discuss how the process blueprints meeting customers' expectation in a chosen company.  
(20 marks)
2. Identify and explain **FIVE (5)** essential steps of providing effective and coordinated service system for international airlines.  
(20 marks)
3. Identify **FOUR (4)** major reasons for implementing ISO 9000 and analyse the appropriate rationale for implementing the total quality system.  
(20 marks)
4. Identify and elaborate **THREE (3)** essential strategies of controlling the variability in service times, particularly with relevant examples.  
(20 marks)

**END OF EXAM PAPER**