

**BERJAYA BUSINESS SCHOOL****FINAL EXAMINATION**Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **DBM2301 Service Management**  
Semester & Year : January - April 2017  
Lecturer/Examiner : Ng Boon Aun  
Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**  
**PART A (30 marks) : Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**  
**PART B (70 marks) : Answer all FIVE (5) short answer questions. 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 = 8 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (70 MARKS)**

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

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1. Define each of the following terms.

- a. Service Management
- b. Customer satisfaction
- c. Peripheral service
- d. Marketing mix

(8 marks)

2. There are four strategic perspective of business, identify **THREE (3)** strategic perspectives and explain how it is applied in a business organisation.

(12 marks)

3. "Mikey is the captain of a Chinese restaurant. During New Year's Eve, a waiter made a mistake and served the wrong dish to a customer. Upon being served the wrong dish, the customer was very unhappy about the mistake and complained to Mikey immediately."

Using the **FIVE (5)** steps of complaint management, demonstrate how Mikey should react to the complaint received.

(25 marks)

4. "With the advancement of internet technology, many business organizations started to turn their attention to digital marketing. Despite all the benefit of digital marketing, organizations are warned too about the potential disadvantages of digital marketing."

Briefly explain **FIVE (5)** disadvantages of digital marketing to a business organization.

(10 marks)

5. SERVQUAL also known as the RATER dimensions are widely used to measure service quality. Discuss with explanation all **FIVE (5)** dimensions of service quality.

(15 marks)

**END OF EXAM PAPER**