



Private & Confidential

## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Subject Code & Name : **MGT1014 Essentials of Service Operations**  
Semester & Year : January - April 2017  
Lecturer/Examiner : Mr. Philip Kwan  
Duration : 2 Hours

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#### **INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (20 marks) : TWENTY (20) multiple choice 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 = 7 (Including the cover page)**

**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. Explain **FIVE (5)** ways of a service operator design for self-recovery when service failures occur.  
(20 marks)
  
2. Identify and discuss **FIVE (5)** reasons some service operators hesitate to offer a service guarantee.  
(20 marks)
  
3. Discuss **THREE (3)** crucial points why measuring of service quality is difficult to implement and how it is being tracked?  
(20 marks)
  
4. Six Sigma use a DMAIC cycle to structure the improvement efforts for existing processes that are not performing. Briefly describe how each step of the cycle will improve the processes.  
(20 marks)

**END OF EXAM PAPER**