



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1313 Service Management**
Trimester & Year : January - April 2018
Lecturer/Examiner : Ng Boon Aun
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. 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.
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 = 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.

1. Define each of the following terms.

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

(10 marks)

2. Discuss with examples, **THREE (3)** reasons businesses to focus more on services. Provide relevant examples to support your answer.

(15 marks)

3. Discuss the **THREE (3) disadvantages** of the usage of mystery shoppers in auditing service quality. Provide specific examples to support your answer.

(15 marks)

4. "With the advancement of internet technology, many business organizations started to turn their attention to digital marketing. Despite understanding the risks of digital marketing, organisations are still drawn to the various benefits of digital marketing."

Briefly explain **FIVE (5)** advantages of digital marketing to a business organisation.

(15 marks)

5. SERVQUAL also known as the RATER dimensions are widely used to measure service quality. Discuss any **THREE (3)** dimensions of service quality. Provide relevant examples to support your answer.

(15 marks)

END OF EXAM PAPER