



Private & Confidential

## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT1014 Essentials of Services Operations**  
Trimester & Year : January – April 2019  
Lecturer/Examiner : Ng Boon Aun  
Duration : 2 Hours

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### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
PART A (75 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.  
PART B (25 marks) : Answer ONE (1) essay question. 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 = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (75 MARKS)**

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

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1. Explain the **FIVE (5)** disadvantages of operating a franchise business. (15 marks)
  
2. “Facility management is involved in the operation at all stages of the business cycle.”  
Identify and describe all **FIVE (5)** stages of the business cycle and how facility management is involved in it. (15 marks)
  
3. Identify and describe the **FIVE (5)** components of service quality. (15 marks)
  
4. Explain **THREE (3)** different competitive service strategies of a company. Provide relevant example to support your answer. (15 marks)
  
5. Describe **THREE (3)** types of tourism events that can be found in the industry. Provide relevant examples to support your answer. (15 marks)

**END OF PART A**

**PART B : ESSAY QUESTION (25 MARKS)**

**INSTRUCTION(S)** : Answer **ONE (1)** essay question. Write your answers in the Answer Booklet(s) provided.

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1. "A retailer is a business that sells products and/or services to consumers for personal or family use."

Identify and discuss **FIVE (5)** different types of retailers commonly found in the retail industry. Provide relevant examples to support your answers.

(25 marks)

**END OF EXAM PAPER**