



**FACULTY OF HOSPITALITY & TOURISM  
SCHOOL OF HOSPITALITY**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **BGN2303 Service Quality Management**  
Trimester & Year : January-April 2019  
Lecturer/Examiner : Ms. Dewi Pratomo  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : FOUR (4) short answer questions. Answers are to be written in Answer Booklet provided.  
PART B (40 marks) : ONE (1) case study. 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 (60 MARKS)**

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

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1. Identify and describe **FIVE (5)** type of service for each type, describe their customer value with example and discuss the management challenge of service that has non-transferable characteristics (20 marks)
2. Service processes can be classified using the concept of divergence, the object towards which the service activity is directed and the degree of customer contact. Discuss the concept of divergence and give example (10 marks)
3. One of the unique characteristics of services is the active participation of the customer in the service production process. Every moment of truth involves an interaction between a customer and a service provider. Draw and explain the diagram of service encounter triad. (15 marks)
4. A queue is a line of waiting customers who require service from one or more servers. The queue need not to be a physical line of individuals in front of servers. Queueing systems occur in a variety of forms. Discuss **THREE (3)** different variation queue and give example of each variation (15 marks)

**END OF PART A**

