



Private & Confidential

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1014 Essentials of Services Operations**
Semester & Year : January – April 2020
Lecturer/Examiner : Ng Boon Aun
Duration : 2 Hours

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.

1. Describe **THREE (3)** types of tourism events commonly found in the industry. Provide relevant examples to support your answer.

(15 marks)

2. Explain **FIVE (5)** methods how retailing can add value to customers.

(15 marks)

3. Describe the **FIVE (5)** components of service quality.

(15 marks)

4. In the case of a franchise, there's no central ownership actively involved with all of the stores. Investors often purchase more than one franchise, but many owner/operators typically run just one location.

Explain the **FIVE (5)** advantages of operating a franchise business.

(15 marks)

5. Describe **THREE (3)** types of maintenance programs. Support your answers with relevant examples.

(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.

1. "Many companies and businesses are willing to participate in the sponsoring of an event because of its various benefits."

Discuss **FIVE (5)** motives for event sponsorship. Support your answers with relevant examples.

(25 marks)

END OF EXAM PAPER