



Private & Confidential

FACULTY OF BUSINESS

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**

Semester & Year : Jan 2021 – Apr 2021

Lecturer/Examiner : Goh Poh Kim

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. "Tourism sector plays an important role in development and also generates foreign revenues. This sector is peaceful and reflects the nature and beauty of the country."

With examples, describe **THREE (3)** types of tourism events commonly found in the industry.
(15 marks)

2. Explain **THREE (3)** methods how retailing can add value to customers. Support your answers with relevant examples.

(15 marks)

3. Describe **FIVE (5)** motives for event sponsorship that motivate many companies and businesses to participate in the sponsoring of an event.

(15 marks)

4. Describe the **FIVE (5)** benefits of operating a franchise business. .

(15 marks)

5. With relevant examples, briefly describe **THREE (3)** types of maintenance programmes.

(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. Service quality is an achievement in customer service and it is said to reflect each service encounter.

Using relevant example, examine the **FIVE (5)** components of service quality.

(25 marks)

END OF EXAM PAPER