



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1313 Service Management**
 Trimester & 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 (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 A : MULTIPLE CHOICE QUESTIONS (30 MARKS)

INSTRUCTION(S) : Questions 1 to 30 are multiple choice questions. Answer ALL questions on the answer sheet provided.

END OF PART A

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

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

1. With examples, discuss **TWO (2)** reasons businesses to focus more on services.
(10 marks)

2. "With the advancement of internet technology, many business organizations started to turn their attention to digital marketing."
Briefly explain **FIVE (5)** advantages of digital marketing to a business organization.
(15 marks)

3. "There are 5 major gaps in the Service Quality Gap model."
Using a restaurant as an example, explain **THREE (3)** major gaps in the Service Quality Gap model.
(15 marks)

4. "Service quality is an achievement in customer service and it is said to reflect each service encounter."
Using relevant example, examine the **THREE (3)** components of service quality.
(15 marks)

5. Discuss **FIVE (5)** components of the service marketing mix.

(15 marks)

END OF EXAM PAPER