



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1313 Service Management**
Semester & Year : May 2021 - Aug 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. Define each of the following terms:

- a. Service
- b. Customer loyalty
- c. Core service
- d. Customer relationship management
- e. Market offerings

(10 marks)

2. Discuss the **THREE (3)** benefits of the usage of mystery shoppers in auditing service quality.

(15 marks)

3. "The marketing mix is the set of tools the firm uses to implement its marketing strategy. In addition to the usual 4Ps, the service marketing mix is the additional set of tools (three Ps) the firm uses to implement its services marketing strategy."

Explain the additional 3Ps of a service marketing mix.

(15 marks)

4. Describe **THREE (3)** characteristics of service. Provide relevant examples to support your answers.

(15 marks)

5. There are four strategic service perspective of business, explain **THREE (3)** strategic service perspectives on how they are applied in a business organisation.

(15 marks)

END OF EXAM PAPER