



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DBM2301 Service Management**
Semester & Year : May - August 2017
Lecturer/Examiner : Ng Boon Aun
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 of Hospitality 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 of Hospitality.

Total Number of pages = 7 (Including the cover page)

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. Provide specific examples to support your answer.

(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."

Identify and explain with examples the additional 3Ps of a service marketing mix.

(15 marks)

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

(15 marks)

5. There are four strategic perspective of business, identify **THREE (3)** strategic perspectives and explain how it is applied in a business organisation. Provide relevant examples to support your answer.

(15 marks)

END OF EXAM PAPER

