



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT2124 Service Quality Management**  
Trimester & Year : May – August 2018  
Lecturer/Examiner : Philip Kwan  
Duration : 3 Hours

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#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.  
PART B (80 marks) : FOUR (4) essay questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 = 7 (Including the cover page)

**PART B : ESSAY QUESTIONS (80 MARKS)**

**INSTRUCTION(S) : FOUR (4) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

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1. ISO 9001 standard has played great and perhaps the most critical role in the perception of quality. Discuss how 'knowledge' and 'leadership' had greater emphasis to the key changes of ISO 9001:2015.  
(20 marks)
2. Identify and explain in detail **FIVE (5)** different gaps in communication that arise due to intangible services.  
(20 marks)
3. Crosby believes service employees should not take prime responsibility for poor quality. Discuss **FOUR (4)** key principles of managing service quality relating to the overall requirements of an effective quality management system. Justify your answers with relevant example of a local service provider.  
(20 marks)
4. Local private universities are increasingly placing greater emphasis on meeting students' expectations. Critically discuss **FIVE (5)** service dimensions in meeting those expectations.  
(20 marks)

**END OF EXAM PAPER**