



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1014 Essentials of Service Operations**
 Trimester & Year : May – August 2018
 Lecturer/Examiner : Philip Kwan
 Duration : 2 Hours

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.

1. Discuss **SIX (6)** strategies a hotel owner would use when establishing a quality culture among employee. Provide **ONE (1)** relevant example based on one of the strategies proposed.

(20 marks)

- 2 a. Explain 'services blueprinting' and explain the **FOUR (4)** steps of developing a service blueprint.

(10 marks)

- 2 b. Briefly describe how services are not similar to tangible products.

(10 marks)

[Total: 20 marks]

3. Explain how the service provider using a "service script" relates to delivery of service quality.

(20 marks)

4. A service guarantee has obvious marketing appeal. Discuss **FIVE (5)** approaches of a service guarantee that promotes organisational effectiveness.

(20 marks)

END OF EXAM PAPER