

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in
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Student ID (in Words)

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Subject Code & Name : **DBM 2301 SERVICE MANAGEMENT**

Semester & Year : September – December 2016

Lecturer/Examiner : K.S. Balasingam

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 SEVEN (7) 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 = 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 SEVEN (7) questions. Write your answers in the Answer Booklet(s) provided.

1. Briefly describe the **FIVE (5)** common methods used by service organisations to meet their demand for services. Provide an example for each method. (10 marks)
2. Briefly describe, with examples, the **FIVE (5)** dimensions of service quality. (10 marks)
3. List and explain **FIVE (5)** benefits that could be achieved by a service firm through its 'Customer Experience Evaluation' programme. (10 marks)
4. The service vision is the expression of the planned service offerings of a firm. Describe the **FIVE (5)** components of a service vision. (10 marks)
5. Define 'service design' and briefly explain the **FOUR (4)** major steps in designing services meant for delivery to customers. (10 marks)
6. Explain **FIVE (5)** methods that great service organizations generally use to overcome the service encounter challenges the face. (10 marks)
7. Briefly describe **FIVE (5)** reasons why sometimes customers choose to remain silent or do not to complain of a service failure. (10 marks)

END OF EXAM PAPER