



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1313 SERVICE MANAGEMENT**
Trimester & Year : September - December 2019
Lecturer/Examiner : Chris Ong
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : FIVE (5) short 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.

PART A : MULTIPLE CHOICE QUESTIONS (30 MARKS)

INSTRUCTION (S) : **THIRTY (30)** multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.

END OF PART A

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION (S) : Answers all **FIVE (5)** questions.
Write your answers in the Answer Booklet (s) provided.

1. Define each of the following items related to Gregory Stone famous topology in which shopping-goods customers were classified:
 - a. The economizing customer
 - b. The ethical customer
 - c. The personalizing customer
 - d. The convenience customer

(10 marks)
2. Discuss **SIX (6)** characteristics of service operations related to customer service management. Provide relevant examples to support your answers.

(15 marks)
3. Explain **FIVE (5)** criteria to engage in a strategy of differentiation to win customers in the market place.

(15 marks)
4. Project management is a challenge when cost, time and performance are in conflict. Discuss **SIX (6)** principles of effective project management to ensure smooth running of the project in the company.

(15 marks)
5. Kenichi Ohmae argues that we now live in a borderless world where customers worldwide are aware of the best products and services and expect to purchase them with no concern over their national origin. Illustrate **FIVE (5)** C's of strategic planning in your company by giving examples.

(15 marks)

END OF PART B