



UTHM

Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2013/2014**

NAME OF SUBJECT : SERVICE MANAGEMENT
SUBJECT CODE : BPB 33903
COURSE : 3 BPA
EXAMINATION DATE : DECEMBER 2013 / JANUARY 2014
DURATION : 3 HOURS
INSTRUCTIONS : ANSWER ALL QUESTIONS

THIS EXAMINATION PAPER CONSISTS OF **THREE (3)** PAGES

- Q1** Service operations' managers must employ range of approaches to help them to deal with the negative aspects of being between the opposing pressures of organization and customer.
- (a) List **FIVE (5)** approaches to manage and motivate service providers
(5 marks)
 - (b) Differentiate between organizational pressure and customer pressure using appropriate examples.
(10 marks)
 - (c) Discuss **TWO (2)** resultant issues of service providers.
(10 marks)
- Q2** All great service companies have a clear and compelling service strategy. This gives them a 'reason for being' which energises the organization and defines the service concept and how it will be delivered.
- (a) Define service strategy.
(3 marks)
 - (b) Illustrate the key components of a service strategy.
(10 marks)
 - (c) Describe **THREE (3)** elements in harnessing service strategy.
(12 marks)
- Q3** Goods Services Tax (GST) can be categorized under public services that are provided by the local government for the community at large for examples prisons, hospitals, and schools.
- (a) Define GST.
(3 marks)
 - (b) List **FOUR (4)** benefits that GST can offer to Malaysian consumers and business with an example for each benefit.
(8 marks)
 - (c) Discuss **TWO (2)** key challenges for public services and not-for-profit services.
(14 marks)

Q4 Good complaint handling in service operation management consists of three key operational activities: dealing with the customer, solving the problem for the customer, and dealing with, and learning from the problem within the organization.

- (a) Discuss **FIVE (5)** key activities involved in effective complaint handling at the customer level using appropriate examples. (15 marks)
- (b) Elaborate **FIVE (5)** characteristics of world-class service organizations. (10 marks)

- END OF QUESTION -