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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2016/2017**

TERBUKA

COURSE NAME : SERVICE MANAGEMENT
COURSE CODE : BPB 33903
PROGRAMME CODE : BPA
EXAMINATION DATE : DECEMBER 2016 / JANUARY 2017
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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

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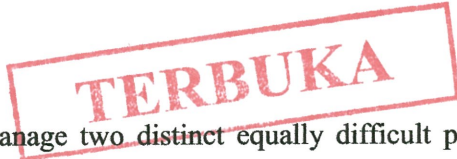
Q1 Customer experience is customers' direct and personal interpretation of their interaction and participation in service process and its outputs, involving their journey through a series of touch points.

(a) List **FIVE (5)** clues that managers or service provider must consider to ensure that all messages designed into a service are consistent with the service concept. (5 marks)

(b) Identify the positive and negative emotions that a customer might involve while ordering fast food via drive through service operation, using an appropriate illustration. (10 marks)

(c) Operations managers or service provider need to control and measure the customer feedback for improvement purposes.

Describe **FOUR (4)** elements that can be used to control and measure customer feedback in service management. (10 marks)



Q2 Service providers have to manage two distinct equally difficult pressures from managers and the customer.

(a) List **FOUR (4)** pressures from the organizations and **FOUR (4)** pressures from customer that service provider might face. (8 marks)

(b) Describe **FIVE (5)** key issues in managing customers. (10 marks)

(c) Describe **THREE (3)** methods that can be used to encourage customer feedback. (6 marks)

(d) List **ONE (1)** advantage of using E-Service. (1 mark)

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Q3 Customer satisfaction is vital in providing a service. Managers at some point will have difficulties in coping with increasing demand from the customers.

(a) Explain **FIVE (5)** key activities in dealing with customer complaint using an appropriate example. (15 marks)

(b) Describe **FIVE (5)** variables that can be used to measure customer satisfaction from service management perspective. (10 marks)

Q4 Service strategies can help service operations managers to create comprehensive strategic plan, KPIs and goals in leading organization to the next level of performance.

(a) Define service strategy. (2 marks)

(b) Describe **THREE (3)** service strategies that can be used to create competitive advantage for product-oriented organizations. (3 marks)

(c) Discuss the **FIVE (5)** critical elements of service strategy. (20 marks)

-END OF QUESTIONS-

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