



UTHM

Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2018/2019**

COURSE NAME : SERVICE MANAGEMENT
COURSE CODE : BPB 33903
PROGRAMME CODE : BPA
EXAMINATION DATE : JUNE / JULY 2019
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

- Q1** (a) Explain customer-supplier duality, with an example. (4 marks)
- (b) Discuss **THREE (3)** characteristics of service supply relationships. (9 marks)
- (c) Differentiate **THREE (3)** sources of value in service supply relationship management. (12 marks)
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- Q2** (a) Discuss **THREE (3)** service expansion strategies using an example of service firm for each strategy. (15 marks)
- (b) Franchising is a common method used to replicate a service geographically by attracting investors who become independent owner-operators bound by contractual agreement.
- (i) Differentiate between franchisee and franchiser. (4 marks)
- (ii) Explain **THREE (3)** benefits of franchising to franchisee. (6 marks)
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- Q3** (a) Define:
- (i) Service capacity
- (ii) Yield management (4 marks)
- (b) The management of Maybank Batu Pahat is evaluating its demand management strategy. The company needs to consider the variability in customer arrival rates in the new strategy in order to match capacity with demand.
- (i) Explain **THREE (3)** sources of customer-induced variability that Maybank must address. (6 marks)
- (ii) Distinguish **TWO (2)** strategies that Maybank can use to address the sources of variability in **Q3(a)(i)**. (15 marks)

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- Q4** (a) Explain **TWO (2)** laws of service. (5 marks)
- (b) Contrast **FOUR (4)** strategies for waiting line management that can be used in retail outlet such as **TESCO**, with an example for each strategy. (12 marks)
- (c) Compare **TWO (2)** techniques for service project management with illustration. (8 marks)

-END OF QUESTIONS-

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