



UTHM

Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : SERVICE MANAGEMENT
COURSE CODE : BPB 33903
PROGRAMME CODE : BPA / BPB
EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

Q1 A queue is a line of waiting customers who require service from one or more serving systems. The queue need not necessarily be physical line of individuals in front of a service counter; it could be users browsing and waiting for information on the Internet. As such, this affects the psychology of waiting and queuing by customers pending to receive their services.

- (a) Explain **TWO (2)** Maister’s Laws of Service, pertaining to waiting queue, with appropriate situational examples. (6 marks)
- (b) Describe **THREE (3)** strategies for managing customer waiting in queue with appropriate examples. (9 marks)
- (c) Discuss **TWO (2)** essential features of queuing systems with relevant examples. (5 marks)

Q2 (a) Describe **FOUR (4)** principal dimensions that customers use to judge service quality of a bank credit card service. (8 marks)

(b) Maybank would like to promote and improve their credit card services. Maybank is keen on setting standards for the time that their telemarketers spent conversing with their customers. **Table Q2** depicts records of the time in minutes that the assigned 5 telemarketers are conversing with Maybank customers for 5 days.

Table Q2: Records in minutes telemarketers converse with customers

Telemarketers	Day 1 (mins)	Day 2 (mins)	Day 3 (mins)	Day 4 (mins)	Day 5 (mins)
Ali	7	10	14	12	12
Bee Ching	7	6	13	11	14
Jalilah	16	12	12	8	11
Muthusamy	9	7	10	13	15
Chiau Ying	7	5	8	11	13
\bar{X}	9.2	8	11.4	11	13
Range	9	7	6	5	4

Calculate the following:

- (i) $\bar{\bar{X}}$
- (ii) \bar{R}
- (iii) UCL
- (iv) LCL

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(12 marks)

- Q3** (a) State **THREE (3)** considerations for strategic location. (3 marks)
- (b) Costa Coffee is planning on expanding a new branch in Batu Pahat district. It has identified five locations as potential new branch at the following xy coordinate locations in miles: $B_1 (8,8)$, $B_2 (24,8)$, $B_3 (4,14)$, $B_4 (22,22)$, $B_5 (14,28)$. The expected demand is weighted as $w_1 = 4$, $w_2 = 3$, $w_3 = 2$, $w_4 = 4$, and $w_5 = 1$.
- Using the cross-median approach:
- (i) Sketch five point locations showing position of B_1 , B_2 , B_3 , B_4 and B_5 . (3 marks)
- (ii) Calculate the median for expected demand weighted. (1 mark)
- (iii) Calculate the median direction for West to East, East to West, South to North and North to South. (6 marks)
- (iv) Calculate the Σ weighted distance for both coordinates based on **Q3(b)(iii)**. (5 marks)
- (v) Recommend a location for the new branch that will minimize the total distance travel based on **Q3(b)(iv)**. (2 marks)
- Q4** (a) Compare **TWO (2)** globalization strategies of multinational service firms in terms of how the strategies can be affected by globalization factors. (10 marks)
- (b) The emergence of social media like blogs, instant messaging, social networking sites, video sharing sites and many more has changed the way service firms run their businesses significantly. One of the leading fast food brands, McDonalds has promote their brand through social media including Facebook, Twitter, Pinterest and Google+, and they have millions of 'likes' and 'follows' across these key social media channels. McDonalds uses many other tactics and strategies to ensure they will sustain the business.
- (i) Identify **FOUR (4)** characteristics of social media that are useful to McDonalds. (4 marks)

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- (ii) Discuss **THREE (3)** competitive strategies that can be implemented by McDonalds to succeed in social media.

(6 marks)

- Q5** (a) State **THREE (3)** sources of customer-induced variability in service operations.

(3 marks)

- (b) Rayyani Airlines is considering overbooking its flights to avoid flying with empty seats. For example, the company is thinking of taking 11 reservations for an airplane that sits only 10 passengers. **Table Q4** shows the no-show that the company has experienced in the past month.

Table Q4: The percentage of no-show at Rayyani Air

No-shows	Percentage
0	30
1	25
2	20
3	15
4	10

The operating costs associated with each flight are pilot, RM200; first officer, RM150; fuel, RM70; and landing fee, RM30. A one-way Rayyani ticket sells for RM180. If the cost of not honoring a reservation is a free lift ticket worth RM50 and a seat on the next flight:

- (i) Recommend the number of passenger(s) to overbook.

(15 marks)

- (ii) Determine the expected profit per flight for your overbooking choice.

(2 marks)

~~-END OF QUESTIONS-~~

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