

CONFIDENTIAL



**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**

**FINAL EXAMINATION
SEMESTER I
SESSION 2011/2012**

COURSE NAME : SERVICE MANAGEMENT
COURSE CODE : BPB 33903
PROGRAMME : 3 BPA
EXAMINATION DATE : JANUARY 2012
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

CONFIDENTIAL

Q1 The world's largest garage sale is not around the corner-it's on the internet. In one place, WEB surfers can pick through millions of listing for toys, china, software, computers and sport memorabilia-you name it. It's no wonder that ebay.com has become a hot spot for collectors and bargain seekers. E-bay uses the internet to reach people and has created a virtual auction for exchange of items between individuals.

(a) Describe **FIVE (5)** roles in the service encounter. (10 marks)

(b) Demonstrate the **FIVE (5)** generic e-business models by giving an example. (15 marks)

Q2 Service with a smile used to be enough to satisfy most customer. Today, however some service firms differentiate themselves in the market place by offering a service guarantee. Unlike a product warranty, which promises to repair or replace the faulty item, service guarantees typically offer the dissatisfied customer to a refund, discount or free service.

(a) Illustrate **FIVE (5)** dimensions of service quality. (5 marks)

(b) Discuss the concept of service recovery. (5 marks)

(c) Prepare a 'house of quality' as part of a quality function deployment project using appropriate example. (15 marks)

Q3 Arriving at Mirza Airport in Nowhere City from overseas requires a sequence of immigration and customs clearing activities before a passenger can board a domestic flight for home. Table Q3 lists the activities and their average times. Except for the baggage claim, these activities must be performed in the sequence noted.

Table Q3: Activities and their average times

Activity	Average Time, Sec
1. Deplane	20
2. Immigration	16
3. Baggage	40
4. Customs	24
5. Check baggage	18
6. Board Domestic flight	15

Calculate:

- (a) The bottleneck activity. (10 marks)
- (b) The maximum numbers of passengers who can be processed per hour. (5 marks)
- (c) Provide Your recommendations to improve the balance of this process (10 marks)

Q4 Shortened product life cycles and increasing globalization of market require a total systems of the entire supply chain. Many high products now are almost obsolete when introduced, so making manufacturing capacity plans, agreeing on production schedules and setting inventory stocking levels are challenges because no historical sales are available.

- (a) Describe how can effective goods supply chain management support environmental sustainability using an example. (5 marks)
- (b) Explain why the goods analogy of a supply chain is inappropriate for services. (5 marks)
- (c) Discuss the implications of service outsourcing on employees, stockholders, customers and host-country economy when a firm outsourcers a call center overseas. (15 marks)

END OF QUESTION PAPER