



UTHM

Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION (ONLINE) SEMESTER I SESSION 2020/2021

COURSE NAME : SERVICE MANAGEMENT
COURSE CODE : BPB 33903
PROGRAMME CODE : BPB
EXAMINATION DATE : JANUARY / FEBRUARY 2021
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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Q1 Online food delivery service is gaining its ground and reaching its peak. The entrepreneurs and business people are turning their eyeball towards food delivery because of its reach and revenue. With most of the millennials are preferred to order online, the demand keeps on increasing. Regardless of which buzzword you choose, food establishments that exist primarily for delivery are gaining national prominence.

Because of these larger market opportunities, you are considering to become an entrepreneur looking to start a delivery food business offering a food delivery service which competing an overall cost leadership strategy. You are concern on how can quality can be designed and embedded into your service. One of the approaches is the incorporation of quality in the service package.

- (a) Outline how to incorporate quality in any **THREE (3)** dimensions of the service package for your company. (12 marks)
- (b) Outline **THREE (3)** features of unconditional service for your company. (9 marks)
- (c) Describe how your service guarantee could promote organizational effectiveness. (4 marks)

Q2 In the corporate world, the internal audit function of an organization is established and used to provide an unbiased and objective review of the organization's processes and activities. When organizations consider that their internal audit services are either costly or are inefficient, they prefer to outsource the function to the third party. An organization might want to outsource their internal audit function to an outsourced service provider in order to acquire better services in terms of the function itself and management value. Therefore, most of the conglomerate's companies in Malaysia such as Johor Corporation, Media Prima, NAZA and others has outsourced their internal audit function to professional accountancy firms that offer internal audit services.

- (a) Differentiate **THREE (3)** benefits and risks, when the company decided to outsource their internal audit function to professional accountancy firms. (15 marks)
- (b) Illustrate the outsourcing process that a company should evaluate in identifying the internal auditor service company. (10 marks)

Q3 (a) State **FIVE (5)** strategies for managing capacity in service operations. (5 marks)

- (b) Tanjung Leman Ferry Services is planning to execute overbooking strategy for its Tioman ferry journey to avoid sailing with empty seats. For example, the company is planning of taking 11 reservations for a ferry that be able to cater only 10 passengers. **Table Q3** shows the no-show that the company has experienced in the past month.

Table Q3: The percentage of no-show at Tanjung Leman Ferry Services

No-shows	Probability
0	50 %
1	40 %
2	30 %
3	20 %
4	10 %

The operating costs associated with each journey are, captain RM100, engineer RM50; fuel: RM40; and anchoring fee. RM10. A one-way ferry ticket sells for RM 80.

If the cost of not honoring a reservation is a free voyage ticket worth RM50 and a seat on the next sailing journey:

- (i) Recommend the number of passengers that may cause overbooking. (15 marks)
- (ii) Calculate the expected profit per voyage for the overbooking choice in Q3(b)(i). (5 marks)

- Q4** (a) Ledang Pharmacy Sdn. Bhd. is observing its customer arrival during this Covid-19 pandemic. More customers are coming to its counter, especially after 2 pm. They observed that 15 customers are arriving at per hour with Poisson distribution tendency.

If a customer has just entered the shop,

- (i) Calculate the probability of another customer arrival in the next 15 minutes? (6 marks)
 - (ii) Calculate the probability of two customers will arrive in a ten-minute window time. (7 marks)
- (b) Waiting queue line for customers who require service from one or more serving systems such as ATM services provided by banks has been very typical in our daily life. Another typical and even busier queue lines are at the cashier counter in which customers are waiting to make payment for their needed products.

Explain **FOUR (4)** strategies for managing customer waiting time in physical queue management with given appropriate waiting examples.

(12 marks)

-END OF QUESTIONS-

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