



FINAL EXAMINATION
MARCH 2024

COURSE TITLE	SERVICE OPERATIONS MANAGEMENT
COURSE CODE	RMGT3323
DATE/DAY	22 JUNE 2024 / SATURDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 4 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper contains TWO (2) sections. Answer ALL questions in the answer booklet provided. [50 MARKS]

SECTION A (10 Marks)

There are TEN (10) questions in this part. Answer ALL questions in the answer booklet.

1. What is the primary focus of Service Operations Management?
 - A. Maximizing production output
 - B. Optimizing service quality and efficiency
 - C. Minimizing raw material costs
 - D. Increasing sales revenue

2. Which of the following is a key characteristic of service operations?
 - A. Tangibility of output
 - B. Standardization of processes
 - C. High customer interaction
 - D. Low variability in demand

3. What is a service blueprint used for in Service Operations Management?
 - A. Calculating financial performance
 - B. Mapping customer journeys and service processes
 - C. Forecasting demand fluctuations
 - D. Analyzing market competition

4. Which of the following is an example of a service encounter in a hospitality setting?
 - A. Manufacturing a car
 - B. Repairing a computer
 - C. Booking a hotel room
 - D. Producing a smartphone

5. What does the term "service recovery" refer to?
 - A. Preventing service failures from occurring
 - B. Recovering lost revenue due to service disruptions
 - C. Resolving customer complaints and restoring satisfaction
 - D. Implementing cost-cutting measures

6. Which factor is **NOT** considered a dimension of service quality in the SERVQUAL model?
- A. Reliability
 - B. Responsiveness
 - C. Empathy
 - D. Price
7. What is the role of capacity management in service operations?
- A. Maximizing customer demand
 - B. Minimizing service availability
 - C. Balancing supply and demand
 - D. Eliminating service variability
8. Which strategy focuses on customizing services to meet individual customer needs?
- A. Mass production
 - B. Standardization
 - C. Mass customization
 - D. Economies of scale
9. What does the term "queuing theory" refer to in service operations?
- A. Managing waiting lines and customer queues
 - B. Forecasting demand patterns
 - C. Analyzing competitor strategies
 - D. Optimizing supply chain logistics
10. Which of the following is a key challenge in service operations management?
- A. Low customer expectations
 - B. Limited customer interaction
 - C. High service variability
 - D. Standardized service processes

SECTION B

(40 Marks)

There are TWO (2) questions in this section. Answer ALL questions in the answer booklet.

1. There are 5 commonly used Quality Management Techniques in Service Operations Management. Explain the definition and the importance of the **FIVE (5)** techniques and identify **TWO (2)** examples for each technique listed in ensuring service excellence is achieved.
(20 marks)
2. Technology plays an important role in our life today. We depend mostly on technology, and we agree that with technology our life has been much more comfortable. Discuss the Impact of Technology on Community Life, Work, Health, and Communication in our world today. Adhere **FOUR (4)** examples to illustrate the Importance of Technology in the Work Environment.
(20 marks)

***** END OF QUESTION PAPER *****

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