UNIRAZAK
UNIVERSITI TUN ABDUL RAZAK

FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	MANAGING SERVICE OPERATIONS
COURSE CODE	BMGT3323
DATE/DAY	14 FEBRUARY 2024 / WEDNESDAY
TIME/DURATION	02:00 PM - 04:00 PM / 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 2 Printed Pages including front page)

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

This question paper consists of ONE (1) section. Answer ALL questions in the answer booklet provided.   **[50 MARKS]**

SECTION A   **(50 Marks)**

There are THREE (3) questions in this section. Answer ALL questions in the answer booklet.

QUESTION 1

Design specifications are vital in controlling the service process, ensuring quality, and aligning with customer expectations. Discuss **FOUR (4)** challenges in implementing and adhering to design specifications in a dynamic service environment.   (20 marks)

QUESTION 2

Innovation is indeed widely considered beneficial for several reasons, but at the same time, organizations that embrace failures as a chance to learn and grow can turn these experiences into drivers of success and innovation.

a) Discover **FOUR (4)** ways to provide service operations in the most creative and innovative way.   (16 marks)

b) List **FOUR (4)** importance of learning from product and service failures within the context of service operations management.   (4 marks)

QUESTION 3

Service Quality Management (SQM) is a crucial aspect of managing and delivering services that meet or exceed customer expectations.

a) Differentiate the quality management techniques between Kaizen and Six Sigma.
                                                                                (6 marks)

b) State **FOUR (4)** impacts of technology in service operations management.   (4 marks)

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