



**Institute of Human Resource Advancement (IHRA)
University of Colombo, Sri Lanka**

**Master of Science in Service Management Course No.06
1st Trimester Examination**

(Held in August, 2020)

MSM 5132 – Service Management

Instructions to the Candidates

- (1) This paper consists five (05) questions and two (02) pages.
- (2) **Answer only for four (04) questions.**
- (3) Write your Index Number on all pages of answer scripts.
- (4) Time allocated for the examination is Three (03) hours.
- (5) Tie up all answer sheets at the end of the examination.
- (6) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.

1. A) **Explain** the challenges faced by the managers in the service organizations, when they are selling their products. Elaborate your answer using real world examples.

(10 Marks)

B) "Services are classified based on the different ways and it is highly important to the service company to know their position in such classification in order to satisfy their customers". **Identify** one type of classification of the service and explain the service management practices of selected service organization in that classification.

(15 Marks)

(Total 25 Marks)

2. **Describe** the critical incident that you have experienced with a customer complain handling in your organization. If this incident was dissatisfying, what could the you, as a service provider done in order to improve the situation or if the incident was satisfying, highlight the strategies you have taken to control the situation. Explain your incorporating the service recovery strategies which would the company can follow.

(25 Marks)

3. "Customer loyalty is a measure of a customer likeliness to do repeat business with a company or brand"

A) **Explain** the important of loyalty customer to the modern competitive business?

(10 Marks)

B) **Explain** the nature of 'service relationships' using real world examples.

(15 Marks)

(Total 25 Marks)

4. A) **Identify** the different patterns of service demand and explain your answer with example.

(10 Marks)

B). "Some service industries faced huge demand during the Covid-19 pandemic and such organizations used different strategies to manage the demand". **Explain** the strategies for managing demand in such condition using example from one of the highly demand service organizations.

(15 Marks)

(Total 25 Marks)

5. Assume that you are the Marketing manager of one of the service organizations and you were asked to **write a report** on the "Service delivery systems" of the organization to produce to the newly anointed director board. Write a report including existing service delivery strategies, challenges faced by your company in delivering services and your recommendation to improve the service delivery systems in order to attract more customers.

(25 Marks)
